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FORSYTH TOBACCO PRODUCTS ALLIANCE PROGRAM

Forsyth Tobacco has developed an Alliance Program for its contracted customers. This program will begin with shipments starting January 1, 1994, and continue through the calendar year. This program is based on a "per carton purchased basis" and the funds will be added to your account monthly.

This catalog has been developed to assist you in establishing promotions and/or programs that grow your private label brand and ensure the success of our business partnerships.

Our catalog includes:
- Pack and Carton Premiums
- Carton VPRs and Coupons
- Pack VPRs
- Special Point of Sale and Displays
- Weekend Trip Incentive
- Value Added Programs

Your Forsyth representative will work closely with you to develop and coordinate these programs.

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ALLIANCE PROGRAM ORDER PROCEDURES

1) • Complete a copy of the provided program order form(s).
   • Place Sum Total quantities and cost in the spaces designated.
   • Ensure delivery dates and lead times are correctly entered.

2) Orders may be placed by one of two options:
   1) Send the completed order form(s) to:
      RJR Tobacco Customer Service
      P.O. Box 2959
      Winston-Salem, NC 27102
      c/o Forsyth Alliance Program

   2) Fax the completed form(s) to your Forsyth Account Representative,
      To Account Representative
      FAX # 910-741-2156

Orders Will Be Verified Prior to Processing

3) Upon receipt and confirmation of your order, items will be shipped directly to the designated address. Should you have questions about premiums or custom POS, please contact:
   The Premium Source Inc.
   FTC Catalog Representative
   (910)-724-7221
   (910)-724-4222 (FAX)

* The Premium Source will confirm by phone the receipt and accuracy of all orders within 10 business days of placement. Please make sure order forms are signed.

* No telephone orders please.

* **For all other questions please contact your assigned Forsyth Customer Service representative.**

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PREMIUM ORDER FORM

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

ORDER INFORMATION
(PLEASE PRINT)

COMPANY NAME: ____________
CONTACT NAME: ____________
PURCHASE ORDER# ____________
STREET ADDRESS: ____________
CITY: ____________
STATE: ______ ZIP: ______
PHONE# ____________
FAX: ____________
SALES REP: ____________
AUTHORIZED BY: ______ DATE: ______
SIGNATURE: ____________

FORSYTH TOBACCO INTERNAL USE

Tracking Code ______ Date Order Received ______
Forsyth Rep ____________

BRAND: ____________

SHIPPING INFORMATION
(PLEASE PRINT)

COMPANY NAME: ____________
ATTENTION: ____________
STREET ADDRESS: ____________
CITY: ____________
STATE: ______ ZIP: ______
PHONE# ____________
SPECIAL INFO: ____________

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ORDER INFORMATION

A

ITEM# ______ DESCRIPTION ______ **LEAD TIME** ______
BRAND ______ STORE LOGO ______ (IF APPLICABLE)
LOGO ______ CAMERA READY ART ON FILE ______ YES ______ NO
PRODUCT ORDER ATTACHED __YES__NO CAMERA READY ART ENCLOSED ______ YES ______ NO
ONE COLOR ______ TWO COLOR ______
ATTACH BANDING TAPE ORDER FORM IF NEEDED
_____CASES x ITEM PER CASE=________TOTAL QUANTITY x ITEM COST ________=TOTAL COST

B

ITEM# ______ DESCRIPTION ______ **LEAD TIME** ______
BRAND ______ STORE LOGO ______ (IF APPLICABLE)
LOGO ______ CAMERA READY ART ON FILE ______ YES ______ NO
PRODUCT ORDER ATTACHED __YES__NO CAMERA READY ART ENCLOSED ______ YES ______ NO
ONE COLOR ______ TWO COLOR ______
ATTACH BANDING TAPE ORDER FORM IF NEEDED
_____CASES x ITEM PER CASE=________TOTAL QUANTITY x ITEM COST ________=TOTAL COST

DATE MERCHANDISE NEEDED ____________
PROMOTION DATES ______ TO ______

$______.___ Cost of A
$______.___ Cost of B
$______.___ Special Shipping (Entered by P.S. INC.)
$______.___ Total Cost

IMPORTANT

- CANCELLATIONS of orders will not be accepted
- Minimum quantities must be ordered
- Additional charge for special shipping request

MAIL OR FAX TO FORSYTH CUSTOMER SERVICE (910) 741-2156

POS ORDER FORM

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

ORDER INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
CONTACT NAME: ______
PURCHASE ORDER# ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
FAX: ______
SALES REP: ______
AUTHORIZED BY: ______ DATE: ______
SIGNATURE: ______

FORSYTH TOBACCO INTERNAL USE

Tracking Code ______ Date Order Received ______
Forsyth Rep ______

BRAND: ______

SHIPPING INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
ATTENTION: ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
SPECIAL INFO: ______

ORDER INFORMATION

A

ITEM# ______ DESCRIPTION ______ LEAD TIME ______
BRAND ______ STORE LOGO ______ (IF APPLICABLE)
OFFER ______ CAMERA READY ART ON FILE ______ YES ______ NO
COPY ______ CAMERA READY ART ENCLOSED ______ YES ______ NO

*Copy should be minimized to ensure readability
*Complete Template on back

_____ CASES x ITEM PER CASE= ______ TOTAL QUANTITY x ITEM COST ______ =TOTAL COST

B

ITEM# ______ DESCRIPTION ______ LEAD TIME ______
BRAND ______ STORE LOGO ______ (IF APPLICABLE)
OFFER ______ CAMERA READY ART ON FILE ______ YES ______ NO
COPY ______ CAMERA READY ART ENCLOSED ______ YES ______ NO

*Copy should be minimized to ensure readability
*Complete Template on back

_____ CASES x ITEM PER CASE= ______ TOTAL QUANTITY x ITEM COST ______ =TOTAL COST

DATE MERCHANDISE NEEDED ______
PROMOTION DATES ______ TO ______

$____$.___ Cost of A
$____$.___ Cost of B
$____$.___ Special Shipping
$____$.___ Total Cost

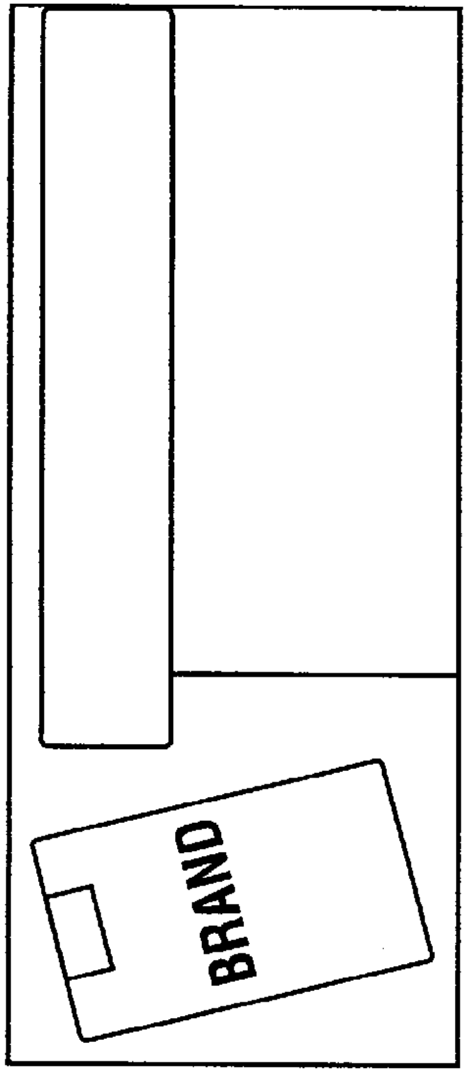
IMPORTANT

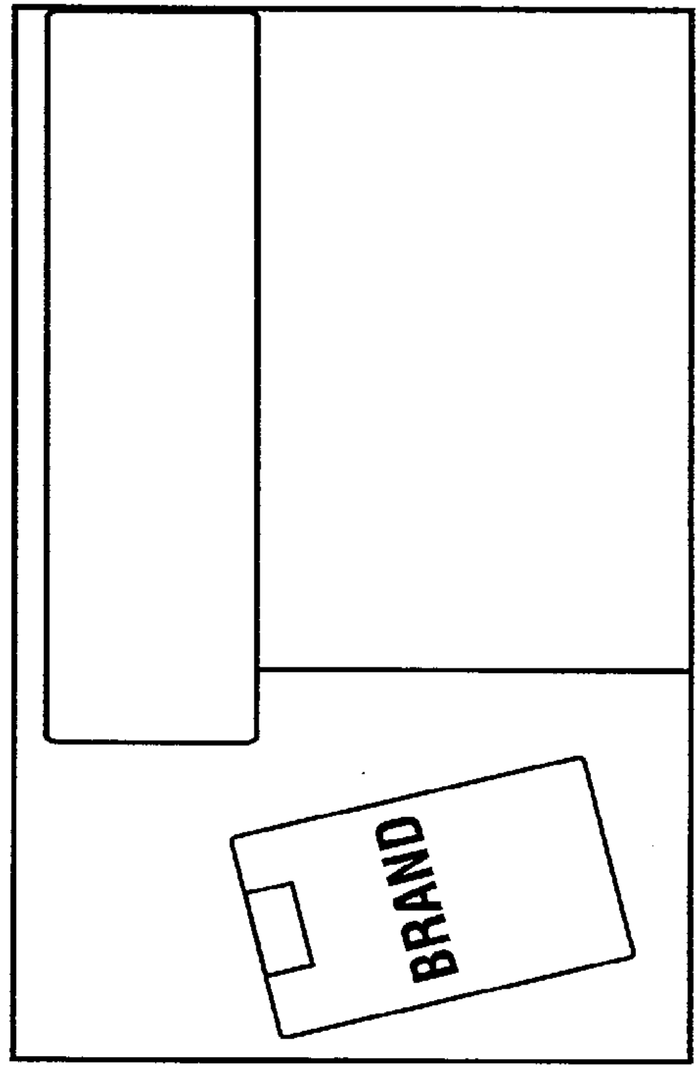
- CANCELLATIONS of orders will not be accepted
- Minimum quantities must be ordered
- Additional charge for special shipping request

MAIL OR FAX TO FORSYTH CUSTOMER SERVICE (910) 741-2156

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51843 4319





COUPON AND VPR ORDER FORM

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

FORSYTH TOBACCO INTERNAL USE

Tracking Code ______ Date Order Received ______
Forsyth Rep ______

ORDER INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
CONTACT NAME: ______
PURCHASE ORDER# ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
FAX: ______
SALES REP: ______
AUTHORIZED BY: ______ DATE: ______
SIGNATURE: ______

BRAND: ______

SHIPPING INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
ATTENTION: ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
SPECIAL INFO: ______

ORDER INFORMATION

A

ITEM# ______ DESCRIPTION ______ **LEAD TIME** ______
BRAND ______ QUANTITY ______
PRODUCT ORDER ATTACHED ______ YES ______ NO
DATE NEEDED ______ DATE PRODUCT NEEDED ______
PROMOTION DATES ______ TO ______ ATTACH BANDING TAPE ORDER FORM IF NEEDED
SPECIAL INSTRUCTIONS ______
TOTAL # ______ x FACE VALUE ______ + PRODUCTION/HANDLING COST = PROGRAM COST

B

ITEM# ______ DESCRIPTION ______ **LEAD TIME** ______
BRAND ______ QUANTITY ______
PRODUCT ORDER ATTACHED ______ YES ______ NO
DATE NEEDED ______ DATE PRODUCT NEEDED ______
PROMOTION DATES ______ TO ______ ATTACH BANDING TAPE ORDER FORM IF NEEDED
SPECIAL INSTRUCTIONS ______
TOTAL # ______ x FACE VALUE ______ + PRODUCTION/HANDLING COST = PROGRAM COST

IMPORTANT

- CANCELLATIONS of orders will not be accepted
- Minimum quantities must be ordered
- Additional charge for special shipping request

$_____.___ Cost of A
$_____.___ Cost of B
$_____.___ Special Shipping
$_____.___ Total Cost

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MAIL OR FAX TO FORSYTH CUSTOMER SERVICE (910) 741-2156

VACATION INCENTIVE ORDER FORM

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

ORDER INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
CONTACT NAME: ______
PURCHASE ORDER# ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
FAX: ______
SALES REP: ______
AUTHORIZED BY: ______ DATE: ______
SIGNATURE: ______

FORSYTH TOBACCO INTERNAL USE

Tracking Code ______ Date Order Received ______
Forsyth Rep ______

BRAND: ______

SHIPPING INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
ATTENTION: ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
SPECIAL INFO: ______

ORDER INFORMATION

A
ITEM# ______ DESCRIPTION ______ **LEAD TIME** ______
BRAND ______
QUANTITY REQUESTED ______ DATE NEEDED ______
______ PACKAGES X $85.00 PER PACKAGE = TOTAL COST ______

B
ITEM# ______ DESCRIPTION ______ **LEAD TIME** ______
BRAND ______
QUANTITY REQUESTED ______ DATE NEEDED ______
______ PACKAGES X $85.00 PER PACKAGE = TOTAL COST ______

C
ITEM# ______ DESCRIPTION ______ **LEAD TIME** ______
BRAND ______
QUANTITY REQUESTED ______ DATE NEEDED ______
______ PACKAGES X $85.00 PER PACKAGE = TOTAL COST ______

DATE MERCHANDISE NEEDED ______
PROMOTION DATES ______ TO ______

$____.__$ Cost of A
$____.__$ Cost of B
$____.__$ Special Shipping
$____.__$ Total Cost

IMPORTANT

- CANCELLATIONS of orders will not be accepted
- Minimum quantities must be ordered
- Additional charge for special shipping request

MAIL OR FAX TO FORSYTH CUSTOMER SERVICE (910) 741-2156

51843 4321

PREMIUM PACKAGING and BANDING TAPE ORDER FORM

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

FORSYTH TOBACCO INTERNAL USE

Tracking Code ______ Date Order Received ______
Forsyth Rep ______

BRAND: ______

ORDER INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
CONTACT NAME: ______
PURCHASE ORDER# ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
FAX: ______
SALES REP: ______
AUTHORIZED BY: ______ DATE: ______
SIGNATURE: ______

SHIPPING INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
ATTENTION: ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
SPECIAL INFO: ______

ORDER INFORMATION

A — **PREMIUM PACKAGING**

ITEM NUMBER 464102
TOTAL SKU ORDERED ______
DATE MATERIAL NEEDED ______
PROMOTION DATES ______ TO ______
______ TOTAL # x 13.25 PRODUCTION/SHIPPING COST = ______ TOTAL COST

DESCRIPTION
- Clear poly bag
- Approx 5" HT 6" WTH
- 500 bags per sku
- 4 week Lead Times
- Additional charge for special shipping request

B — **BANDING TAPE**

ITEM NUMBER 464093
TOTAL SKU ORDERED ______
DATE MATERIAL NEEDED ______
PROMOTION DATES ______ TO ______
______ TOTAL SKU's x 8.00 PRODUCTION/SHIPPING COST = ______ TOTAL COST

DESCRIPTION
- 12 inch perforated strips
- Repeated "Special Offer" copy
- 500 strips per SKU
- 4 week lead times

$_____.___ Cost of A
$_____.___ Cost of B
$_____.___ Special Shipping
$_____.___ Total Cost

MAIL OR FAX TO FORSYTH CUSTOMER SERVICE (910) 741-2156

51843 4322

TWO PACK SLEEVE ORDER FORM

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

FORSYTH TOBACCO INTERNAL USE

Tracking Code ______ Date Order Received ______
Forsyth Rep ______

ORDER INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
CONTACT NAME: ______
PURCHASE ORDER# ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
FAX: ______
SALES REP: ______
AUTHORIZED BY: ______ DATE: ______
SIGNATURE: ______

BRAND: ______

SHIPPING INFORMATION
(PLEASE PRINT)

COMPANY NAME: ______
ATTENTION: ______
STREET ADDRESS: ______
CITY: ______
STATE: ______ ZIP: ______
PHONE# ______
SPECIAL INFO: ______

ORDER INFORMATION

A

ITEM NUMBER 471308
TOTAL SKU ORDERED ______
DATE MATERIAL NEEDED ______
PROMOTION DATES ______ TO ______
______ TOTAL # x .09 = TOTAL COST

B

ITEM NUMBER 471308
TOTAL SKU ORDERED ______
DATE MATERIAL NEEDED ______
PROMOTION DATES ______ TO ______
______ TOTAL # x .09 = TOTAL COST

DESCRIPTION

- Forsyth two pack auto load sleeve

$____.___ Cost of A
$____.___ Cost of B
$____.___ Special Shipping
$____.___ Total Cost

MAIL OR FAX TO FORSYTH CUSTOMER SERVICE (910) 741-2156

51843 4323

Two Pack Sleeve*



*Red with white type

51843 4324

PRODUCT ORDER FORM

CONTRACTED CUSTOMER: ______________________

CUSTOMER: DIRECT: [*] INDIRECT: [**]

DIRECT ACCOUNT INFORMATION

NAME: ______________________

CITY & STATE: ______________________

ACCOUNT#: ______________________

PHONE: ______________________

PO# ______________________ WHSE# ______________________

DATE NEEDED: ______________________ BRAND ______________________

BRAND STYLE	Qty # (12 CS)	Ctns Per Store	UPC (RJR Use)
Light 85's			
Lights 100's			
Menthol Lights 85's			
Menthol Lts 100's			
Full Flavor 85's			
Full Flavor 100's			
Ultra Lights 85's			
Ultra Lights 100's			
Non Filter			
Full Flav Ment 85's			
Full Flav Ment 100's			
Full Flav Box			
Light Box			

NOTE: COMPLETE SEPARATE FORM FOR EACH DIRECT SHIPPING LOCATION

MAIL OR FAX COMPLETED FORM TO:

R.J. REYNOLDS TOBACCO COMPANY
CUSTOMER SERVICES DEPT.-J. RUFF
P.O. BOX 2959
WINSTON-SALEM, NC 27102
FAX: 910-741-2156

AUTHORIZED SIGNATURE: ______________________

DATE: ______________________

* Direct Customer - This will serve as actual order.

** Indirect Customer - This will serve as request for additional inventory to direct customer.

51843 4325

GENERIC POS, PACKAGE TAGS AND DISPLAY ORDER FORM

PRIVATE LABEL BRAND ____________________ **DATE** ____________

SHIP TO LOCATION:

SIS#: ____________________
COMPANY: ____________________
STREET: ____________________
CITY/STATE: ____________________
PO#: ____________________
SPECIAL INSTRUCTIONS:
____
____
____

MAIL ORDER FORM TO:
R.J. REYNOLDS TOBACCO COMPANY
SALES MATERIAL OPERATIONS LOGISTICS
P.O. BOX 2959
Winston-Salem, NC 27102-2959
Tel. (910) 741-3328 FAX (910) 741-7609

ORDERS WILL BE PROCESSED WITHIN 48 HOURS UPON RECEIPT

GENERIC POINT OF SALE (25 PER SKU)		QUANTITY
432636	SMALL PPD CARD	
394902	LARGE PPD CARD	
394891	PUMP TOPPER	
403911	2 SIDED DUMP BIN RISER CARD	
394880	FOLDED SHELF STRIP	
394858	24" PK MERCH CARD	
468173	19" CANOPY CARD	
394869	CHANNEL STRIP	
CARTON END LABELS		
462390	FF85 CTN END LABEL	
462405	FF83 BX CTN END LABEL	
462411	FF100 CTN END LABEL	
462441	L85 CTN END LABEL	
462471	L83 BX CTN END LABEL	
462480	L100 CTN END LABEL	
462510	UL 85 CTN END LABEL	
462522	UL100 CTN END LABEL	
462420	FFM85 CTN END LABEL	
462432	FFM100 CTN END LABEL	
462495	LM85 CTN END LABEL	
462501	LM100 CTN END LABEL	
462531	NF85 CTN END LABEL	

FORSYTH PACKAGE TAGS (55 TAGS PER SKU)		QUANTITY (SKU = 1 PAGE)
385464	FILTER 100'S SOFT PACK	
385475	FILTER 85'S SOFT PACK	
385486	LIGHT 100'S SOFT PACK	
385497	LIGHT 85'S SOFT PACK	
385508	ULTRA LIGHTS 100'S	
385519	ULTRA LIGHTS 85'S SOFT PACK	
385530	LTS MENT 100'S SOFT PACK	
385541	LTS MENTR 85'S SOFT PACK	
385552	MENTHOL 100'S SOFT PACK	
385563	MENTHOL 85'S SOFT PACK	
385574	FILTER 83 BOX	
385585	LIGHTS 83 BOX	
385596	NON FILTER 85'S	
	FORSYTH PERMANENT DISPLAYS	
339121	WOOD (CTN) FLOOR DISPLAY (5 CTN WIDE)	
347184	TOPPER FOR WOOD DISPLAY (9 PACKS WIDE)	
364179	PERM. COUNTER DISPLAY (4 TRAY)	
364366	ADD ON/PERM. COUNTER DISPLAY	
	FORSYTH TEMPORARY DISPLAYS	
171239	FLOOR DUMP DISPLAY-LARGE	
158149	FLOOR DUMP DISPLAY-SMALL	
458131	DIMENSION 4 CORR. 4-WAY PROMO DISPLAY (100 CTNS OR 360 PACKS)	
417617	TEMPORARY PACKAGE COUNTER DISPLAY (W/OPTIONAL STAIR STEP)	

PL BRAND	LG. PACK STICKER ITEM#* (30 PER PACK)	QUANTITY	SM. PACK STICKER ITEM#* (120 PER PACK)	QUANTITY

51843 4326

***ITEM #'s MUST BE FURNISHED!**

SPECIAL REQUEST DIRECT MARKETING PROGRAM

CONTRACTED CUSTOMER: ______________________________

CONTACT: ______________________________
(customer)

SALES REP: ______________________________

CUSTOMER TELEPHONE NUMBER: ______________________________

PL BRAND: ______________ PROMOTION DATES: ________ TO ________

COUPON VALUES: ______________________________

ADDITIONAL STORE OFFERS: ______________________________

____

CHAIN LOGO: YES ________ NO ________

CAMERA READY ART ON FILE: YES ________ NO ________

DESCRIPTION OF DIRECT MARKETING PROGRAM: ______________________________

____

____

INTERNAL USE ONLY

APPROVED BY: JRH ________ DATE: ________

KWN ________ DATE: ________

GL CODE: ______________________________

PRINTING/POSTAGE COST: ______________________________

VPR REDEMPTION COST: ______________________________

TOTAL COST: ______________________________

51843 4327

TV GUIDE CO-OP ORDER FORM

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

FORSYTH TOBACCO INTERNAL USE

Tracking Code ______ Date Order Received _______
Forsyth Rep ______________________________

BRAND: ______________________

STORE LOGO ______________ YES ____ NO ____
CAMERA-READY ART ON FILE _____ YES _____ NO
CAMERA-READY ART ENCL.: _____ YES _____ NO

ORDER INFORMATION
(PLEASE PRINT)

COMPANY NAME: ____________________
CONTACT NAME: ____________________
PURCHASE ORDER# ____________________
STREET ADDRESS: ____________________
CITY: ____________________
STATE: __________ ZIP: __________
PHONE# ____________________
FAX: ____________________
SALES REP: ____________________
AUTHORIZED BY: __________ DATE: __________
SIGNATURE: ____________________

IMPORTANT

ART MECHANICAL INCLUDED _____ YES _____ NO

IF NO:

- Complete template on back for each insertion

INSERTION	EDITION(S)	ISSUE DATES	MATERIAL DUE	NET COST

$__________ COST OF #1
$__________ COST OF #2
$__________ COST OF #3
$__________ COST OF #4
$__________ COST OF #5
$__________ TOTAL COST

MAIL OR FAX TO FORSYTH CUSTOMER SERVICE
(910) 741-2156

51843 4328

51843 4329

TEMPLATE

PHONE CARD AND POS ORDER FORM

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

ORDER INFORMATION
(PLEASE PRINT)

COMPANY NAME: ____________
PURCHASE ORDER# ____________
STREET ADDRESS: ____________
CITY: ____________
STATE: ______ ZIP: ______
PHONE# ____________
FAX: ____________
F.T.C. REP: ____________
AUTHORIZED BY: ______ DATE: ______
SIGNATURE: ____________

FORSYTH TOBACCO INTERNAL USE

Tracking Code ______ Date Order Received ______
Forsyth Rep ____________ Date ______

BRAND: ____________

SHIPPING INFORMATION
(PLEASE PRINT)

COMPANY NAME: ____________
ATTENTION: ____________
STREET ADDRESS: ____________
CITY: ____________
STATE: ______ ZIP: ______
PHONE# ____________
SPECIAL INFO: ____________

ORDER INFORMATION

A **PHONE CARD ORDER**

BRAND ____________ QUANTITY ____________
DATE NEEDED ____________ PRODUCT ORDER ATTACHED ______ YES ______ NO
PROMOTION DATES ____________ TO ____________
SPECIAL INSTRUCTIONS ____________

TOTAL # ______ x $2.10 PER CARD = PROGRAM COST

B **POS ORDER**

BRAND ____________ QUANTITY(25 per SKU)
DATE NEEDED ____________ *PASTERS ____________ SKU's
PROMOTION DATES ______ TO ______ *DUMP BIN CARD ____________ SKU's
SPECIAL INSTRUCTIONS ____________

*no incremental cost for pictured POS on page I-8.

- * ORDERS MUST BE PLACED IN INCREMENTS OF 1,000.
- * MINIMUM ORDER OF 1,000.
- * ORDER 25,000 OR MORE, RECEIVE A 15 SECOND CUSTOMIZED GREETING MESSAGE FROM YOUR STORE.

$______.___ Cost of A
$______.___ Special Shipping
$______.___ Total Cost

51843 4330

IMPORTANT

- CANCELLATIONS of orders will not be accepted
- Minimum quantities must be ordered
- Additional charge for special shipping request

MAIL OR FAX TO FORSYTH CUSTOMER SERVICE (910) 741-2156

CUSTOMER GREETING MESSAGE INFORMATION:

STORE NAME: ______________________________

*STORE TAG LINE: ______________________________

____

____

*Must be 15 seconds or less.

51843 4331

FORSYTH TOBACCO

Customer Service
P.O. Box 2959
Winston-Salem, NC 27102

January 20, 1994

Subject: SPECIAL REQUEST FOR ACCRUAL MONEYS

The attached form is to be submitted for accrual fund programs that are not available in the catalog.

Copy and complete the attached form and fax or mail to Gwen Scott, Forsyth Assistant Manager, for approval. You will be notified within 10 business days of the approval or disapproval of the suggested program by the appropriate Forsyth National Manager.

Upon approval, the Forsyth National Manager will notify Gwen Scott. Gwen will coordinate the program and advise the National Manager and customer of program logistics.

Sincerely,

FORSYTH TOBACCO PRODUCTS

SPECIAL REQUEST FOR ACCRUAL MONEYS

CONTRACTED CUSTOMER: ______________________

CONTACT:
(customer) ______________________

CUSTOMER TELEPHONE NUMBER: ______________________

BRAND: ____________ $ AMOUNT REQUESTED: ____________

DESCRIPTION OF SPECIAL PROGRAM: ______________________

SHIPPING INSTRUCTIONS: ______________________

SEND COMPLETED FORM TO:

Gwen J. Scott
c/o R.J. Reynolds Tobacco Company
401 N. Main street
Winston-Salem, N.C. 27102
Fax: 910-741-2685

VPRS AND COUPONS

51843 4334

VPR
(Instantly Redeemable)

Item #460032

THIS IS NOT A COUPON LIFT
$1.00 OFF
A CARTON
FORSYTH PRIVATE LABEL
ALL PROMOTIONAL COST PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item #460035

THIS IS NOT A COUPON LIFT
$2.00 OFF
A CARTON
FORSYTH PRIVATE LABEL
ALL PROMOTIONAL COST PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item #460020

THIS IS NOT A COUPON LIFT
$1.00 OFF
3 PACK
FORSYTH PRIVATE LABEL
ALL PROMOTIONAL COST PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item #460023

THIS IS NOT A COUPON LIFT
3 PACKS for $3.00
FORSYTH PRIVATE LABEL
ALL PROMOTIONAL COST PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item #464090

THIS IS NOT A COUPON LIFT
30¢ OFF
1 PACK
FORSYTH PRIVATE LABEL
ALL PROMOTIONAL COST PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item #464084

THIS IS NOT A COUPON LIFT
20¢ OFF
1 PACK
FORSYTH PRIVATE LABEL
ALL PROMOTIONAL COST PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

Item #464984

THIS IS NOT A COUPON LIFT
10¢ OFF
1 PACK
FORSYTH PRIVATE LABEL
ALL PROMOTIONAL COST PAID BY MANUFACTURER
VOID IF DETACHED PRIOR TO PURCHASE

VPR Production/Handling Cost

$5.00 Per Roll

500 VPR's Per Roll

***These costs include charges for printing, proofing and shipping.**

Cost Formula

TOTAL VPRs________ x VPR FACE VALUE ________ + PRODUCTION/HANDLING COST = PROGRAM COST

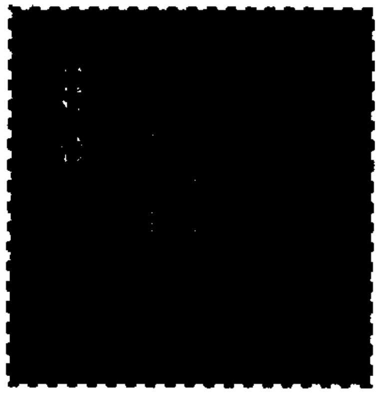
51843 4335

FORSYTH STORE COUPON

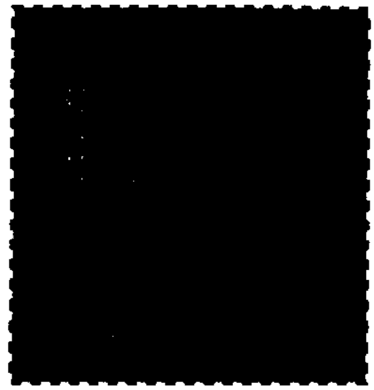
Item # 471311



Item # 471314



Item # 471320



Coupon Production / Handling Cost

500 Per SKU	Production Costs	Handling Cost	Redemption Cost	Total Cost
$1.00	$10.00	$55.00	$500.00	$565.00
$1.50	$10.00	$55.00	$750.00	$815.00
$2.00	$10.00	$55.00	$1000.00	$1065.00

***RJR Coupon Redemption will rebate handling allowance at the time of redemption**

COUPON REDEMPTION PROCEDURES

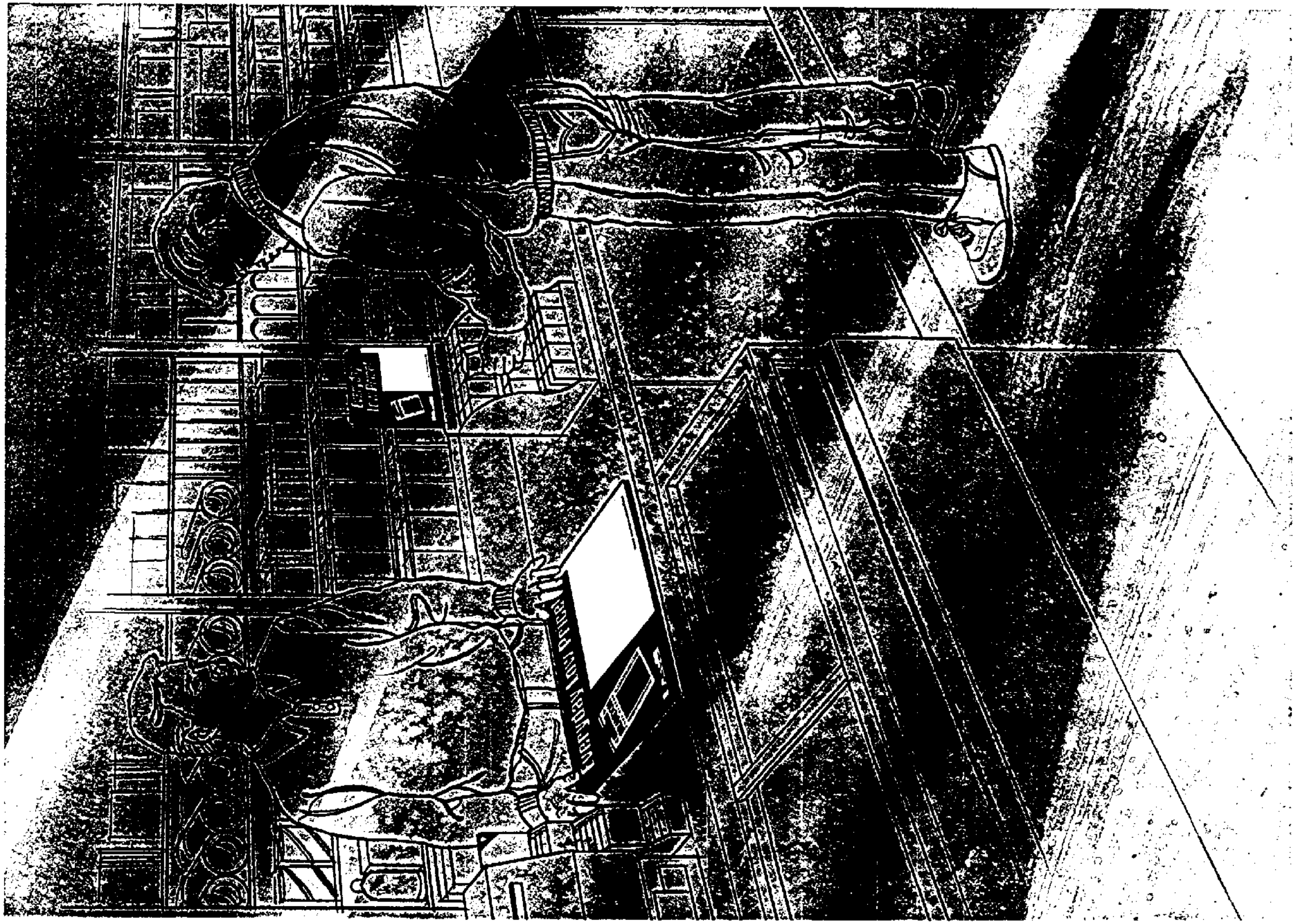
- All costs (production, handling and redemption) will be deducted from the Alliance Funds at the time your coupon order is received.
- Redemption costs and handling allowances will be paid at the time your Forsyth Alliance coupons are submitted for redemption to the Coupon Redemption Center. Procedures for redemption of the Forsyth Alliance coupons are the same as all other RJR coupons. Payment for the redemption of the Forsyth Alliance coupons will be included with the payment of all other RJR coupons submitted on the same invoice.
- Upon request, a statement will be provided summarizing all your Forsyth Alliance coupons redeemed by the Coupon Redemption Center.

POINT OF SALE

51843 4338

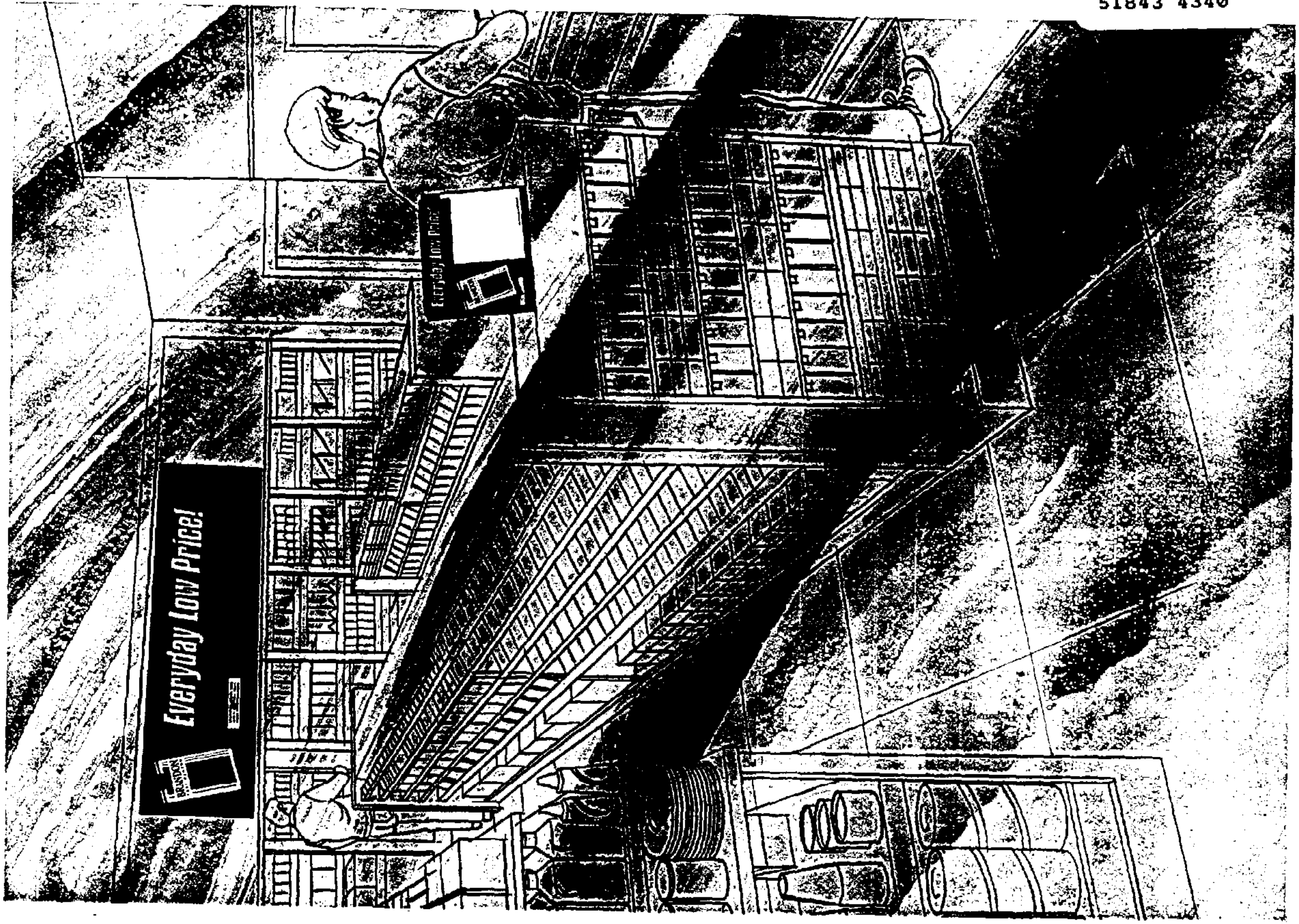
51843 4339

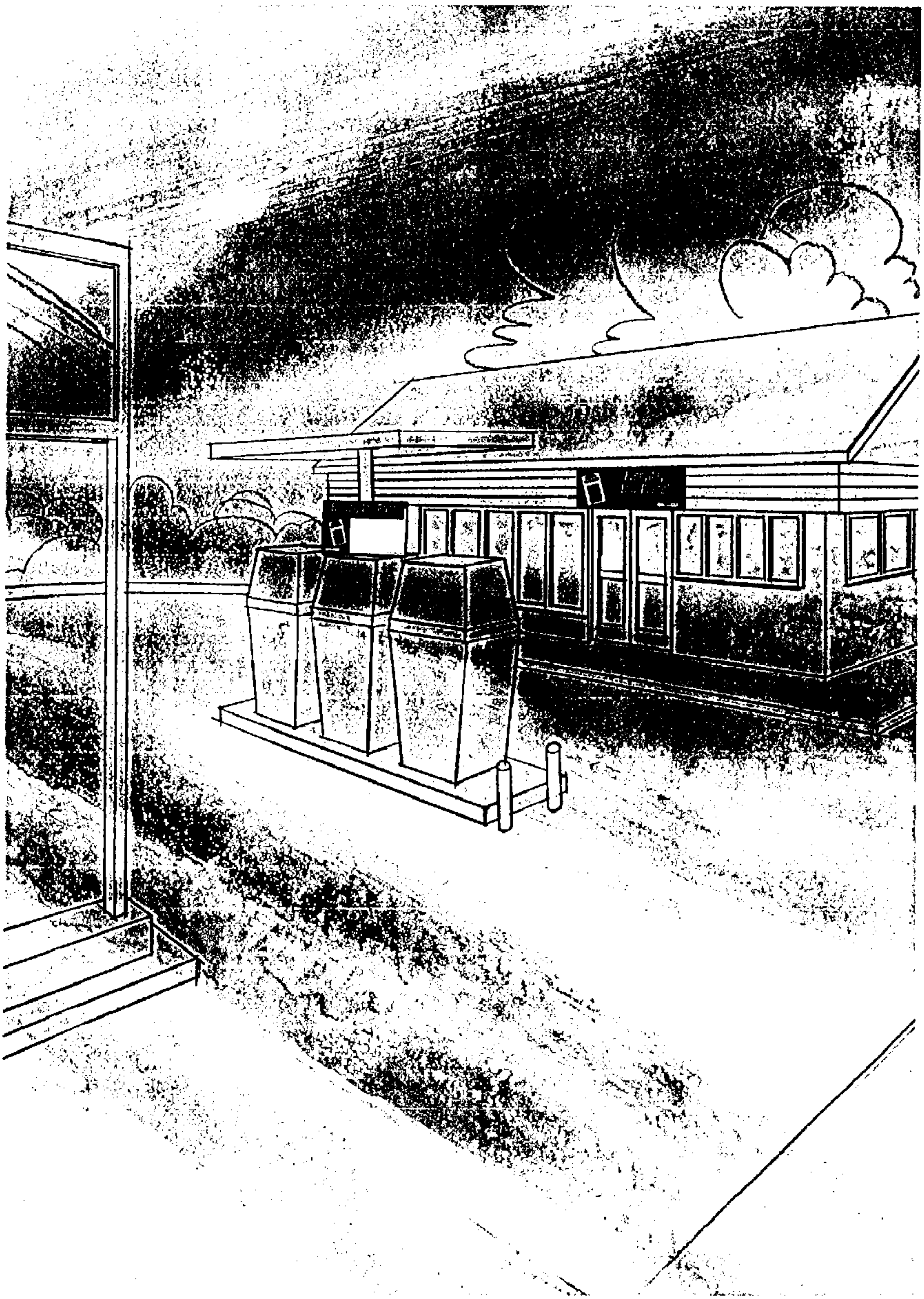
D-1



51843 4340

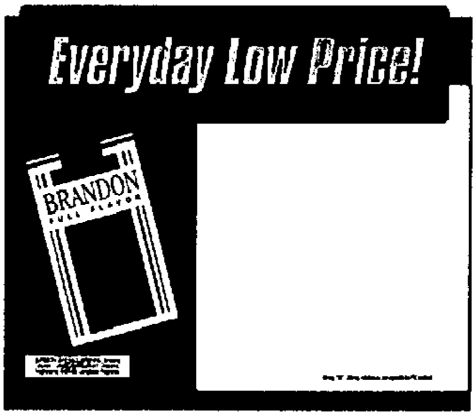
D-2





51843 4341

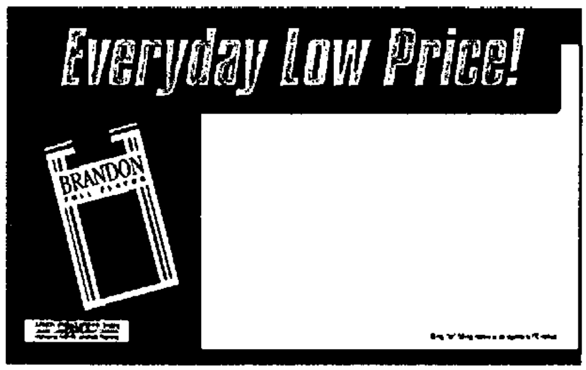
Custom Point of Sale



Dump Bin Riser
(#015)
17¼" x 14"



Premium Riser
(#014)
9¼" x 10¼"



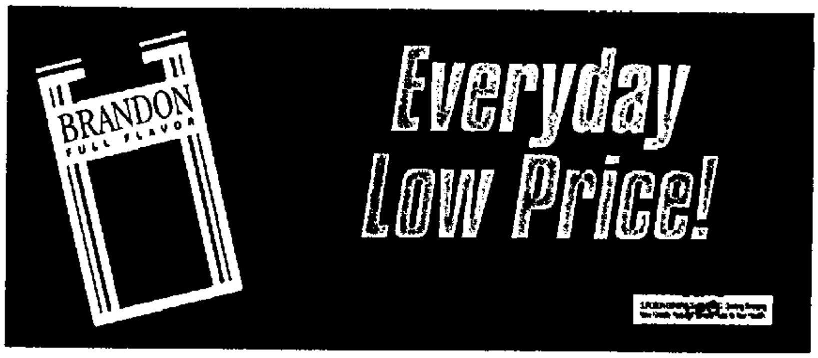
Pump Topper
(#013)
21½" x 12½"



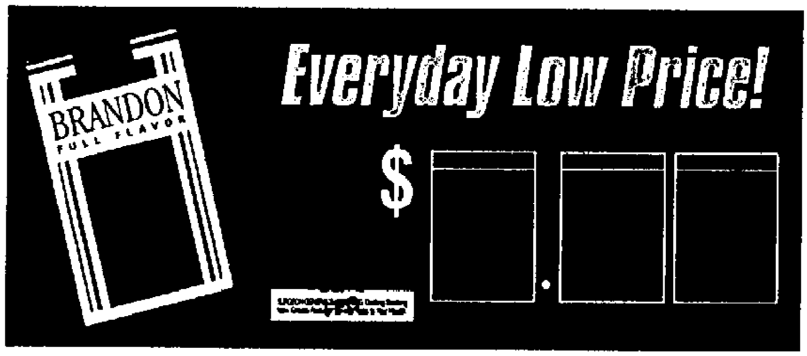
Change Mat
(#010)
18" x 12"

51843 4342

Custom Banners



Awareness Banner, 5' x 2' (#08A)



Pricing Banner, 5' x 2' (#08B) with Pricing Pocket



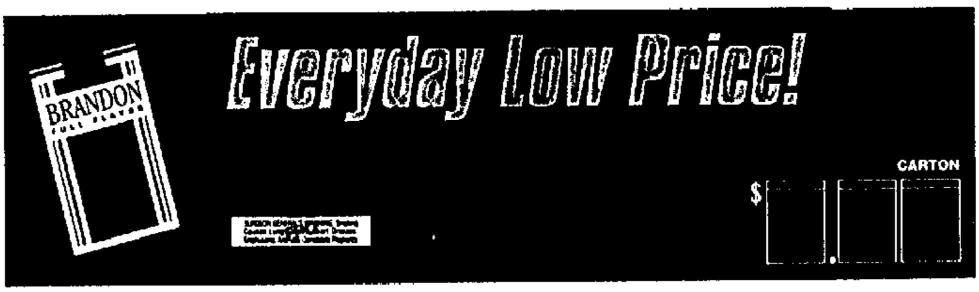
Promotion Banner, 5' x 2' (#08C) with Pricing

51842 4274A

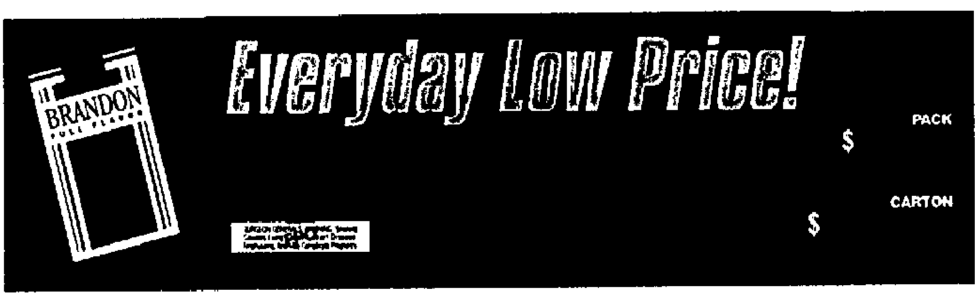
Custom Banners



Awareness Banner, 12' x 3' (#08D)



Pricing Banner, 12' x 3' (#08E) with Pricing Pocket



Promotion Banner, 12' x 3' (#08F) with Pricing

51843 4343

Item #010
Forsyth Tobacco - Change Mats
Description: Laminated 5 color change mats
Size: 18" x 12"
Details: 16 mil, 2-sided laminated plastic with foam backing, rounded corners, 1/8" border seal in white.
Packaging: 50 per case

Minimum Quantity	# of Cases	Total Cost	Unit Cost	Lead Time
500	10	$5,740.00	$11.48	8 Wks
1,000	20	6,440.00	6.44	8 Wks
2,500	50	9,225.00	3.69	8 Wks
5,000	100	14,100.00	2.82	8 Wks
10,000	200	23,700.00	2.37	8 Wks
15,000	300	31,800.00	2.12	8 Wks
20,000	400	39,600.00	1.98	8 Wks
25,000	500	45,250.00	1.81	8 Wks

Item #013
Forsyth Tobacco - Pump Topper Insert Card
Description: 5 colors
Size: 21½" x 12½"
Packaging: 25 per case

Minimum Quantity	# of Cases	Total Cost	Unit Cost	Lead Time
500	20	$5,434.00	$10.87	6 Wks
1,000	40	5,803.20	5.80	6 Wks
2,500	100	6,786.60	2.71	6 Wks
5,000	200	8,424.00	1.68	6 Wks
10,000	400	11,544.00	1.15	6 Wks
25,000	1,000	20,800.00	0.83	6 Wks
50,000	2,000	35,880.00	0.72	6 Wks

Item #014
Forsyth Tobacco - Premium Promotion Display Riser Card
Description: 5 colors
Size: 9¼" x 10¼"
Packaging: 25 per case

Minimum Quantity	# of Cases	Total Cost	Unit Cost	Lead Time
500	20	$3,614.00	$7.23	6 Wks
1,000	40	3,868.80	3.87	6 Wks
2,500	100	4,498.00	1.80	6 Wks
5,000	200	5,564.00	1.11	6 Wks
10,000	400	8,112.00	0.81	6 Wks
25,000	1,000	14,820.00	0.59	6 Wks
50,000	2,000	22,880.00	0.46	6 Wks

Item #015
Forsyth Tobacco - Dump Bin Riser Card
Description: 5 colors
Size: 17¼" x 14"
Packaging: 25 per case

Minimum Quantity	# of Cases	Total Cost	Unit Cost	Lead Time
500	20	$4,581.20	$9.16	6 Wks
1,000	40	4,929.60	4.93	6 Wks
2,500	100	5,876.00	2.35	6 Wks
5,000	200	7,436.00	1.49	6 Wks
10,000	400	10,816.00	1.08	6 Wks
25,000	1,000	18,460.00	0.74	6 Wks
50,000	2,000	32,240.00	0.64	6 Wks

Item #08-A,B & C, 5' x 2' Banners

Description:	**Standard P.O.S. Banner with logo, copy, and price point.**
Size:	**5' x 2'**
Imprint:	**Five color imprint includes "pricing."**
Details:	**Made of 8 mil White Polyethylene, hemmed with grommets and cording.**
Packaging:	**15 pieces/carton**

Item #08-A) 5' x 2' Awareness Banner

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$3,527.00	$35.27	7 Wks
500	20	6,050.00	12.10	7 Wks
1,000	40	8,760.00	8.76	7 Wks
2,000	80	14,260.00	7.13	7 Wks

Item #08-B) 5' x 2' Pricing Banner with Pockets and Inserts

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$5,497.00	$54.97	7 Wks
500	20	10,560.00	21.12	7 Wks
1,000	40	16,440.00	16.44	7 Wks
2,000	80	28,320.00	14.16	7 Wks

Item #08-C) 5' x 2' Promotion Banner with Strip Decals and Digital "8" Outline

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$3,739.00	$37.39	7 Wks
500	20	6,560.00	13.12	7 Wks
1,000	40	9,590.00	9.59	7 Wks
2,000	80	15,620.00	7.81	7 Wks

Item #08-D,E & F, 12' x 3' Banners

Description:	**Standard P.O.S. Banner with logo, copy, and price point.**
Size:	**12' x 3'**
Imprint:	**Pack imprint and a choice of copy.**
Details:	**Made of 8 mil White Polyethylene, hemmed with grommets and cording.**
Packaging:	**15 pieces/carton**

#08-D) 12' x 3' Awareness Banner

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$4,997.00	$49.97	7 Wks
500	20	10,360.00	20.72	7 Wks
1,000	40	16,420.00	16.42	7 Wks
2,000	80	28,440.00	14.22	7 Wks

Item #08-E) 3' x 12' Pricing Banner with Pockets and Inserts

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$6,967.00	$69.67	7 Wks
500	20	14,870.00	29.74	7 Wks
1,000	40	24,090.00	24.09	7 Wks
2,000	80	42,500.00	21.25	7 Wks

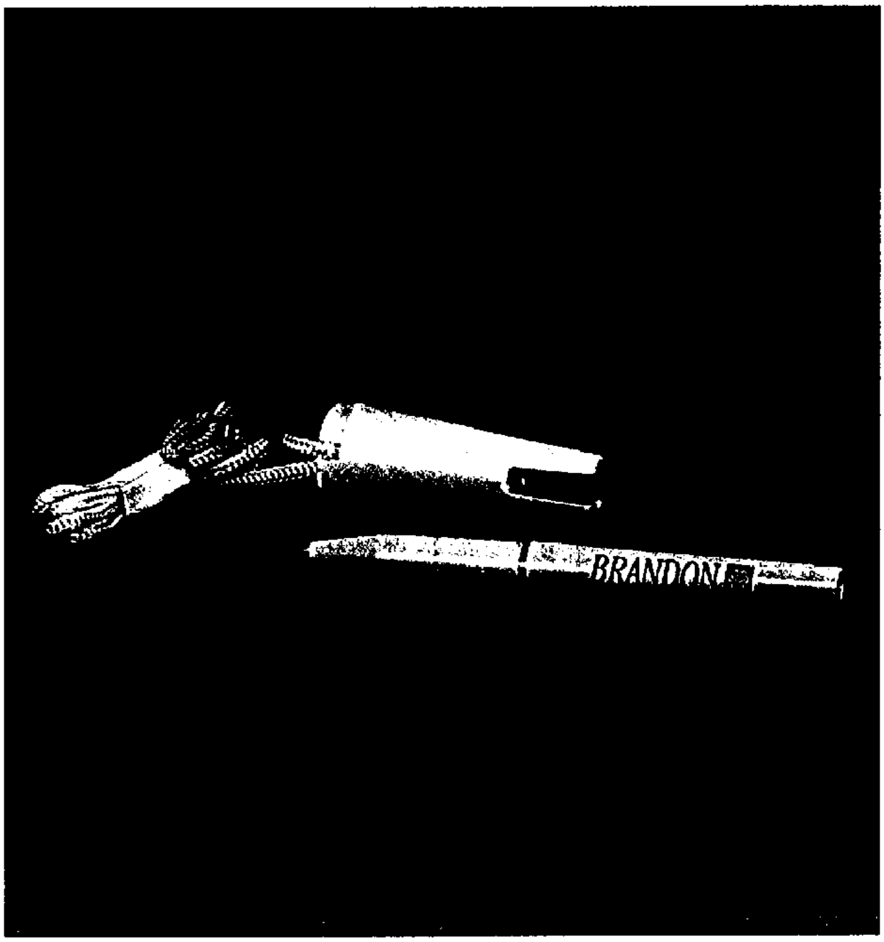
Item #08-F) 3' x 12' Promotion Banner with Strip Decals and Digital "8" Outline

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$5,209.00	$52.09	7 Wks
500	20	10,870.00	21.74	7 Wks
1,000	40	17,250.00	17.25	7 Wks
2,000	80	29,820.00	14.91	7 Wks

PREMIUM PROGRAM

51843 4348

Rope Pen



White Tapered Ballpoint Pen on a 32" white rope, interlocking cap with a silver band. One color imprint on the Barrel.

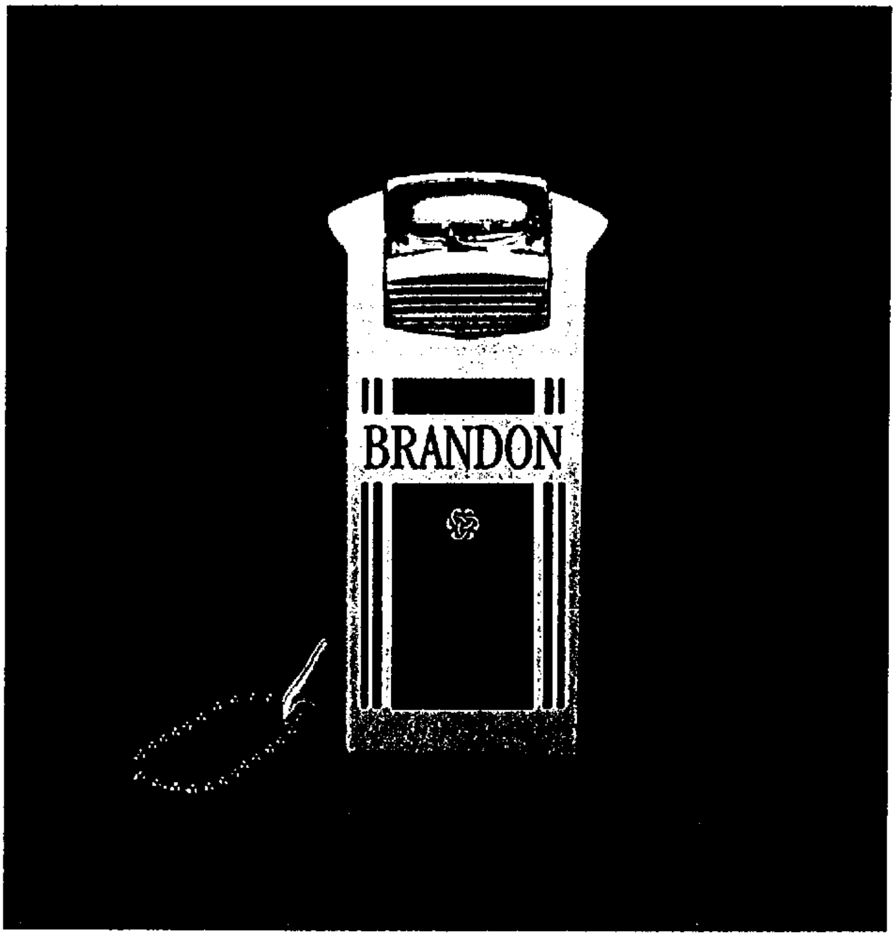
Item #01
Rope Pen
Quantity Per Case: 1,000*
Weight Per Case: 50 lbs.
*250 Pieces per inner box, 4 boxes per master case, 1000 total

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,000	1	$1,230.00	$1.23	7 Wks
2,500	2.5	2,875.00	1.15	7 Wks
5,000	5	5,300.00	1.06	7 Wks
10,000	10	10,100.00	1.01	7 Wks
25,000	25	23,250.00	0.93	10 Wks
50,000	50	44,500.00	0.89	10 Wks
75,000	75	61,500.00	0.82	10 Wks
100,000	100	82,000.00	0.82	10 Wks

***** Includes handling and state use tax**

51843 4349

Flip-Top Flashlight



White Flip-Top Flashlight Keychain with batteries and gift box. Durable construction. Size 3" x 1½". One color, one side imprint.

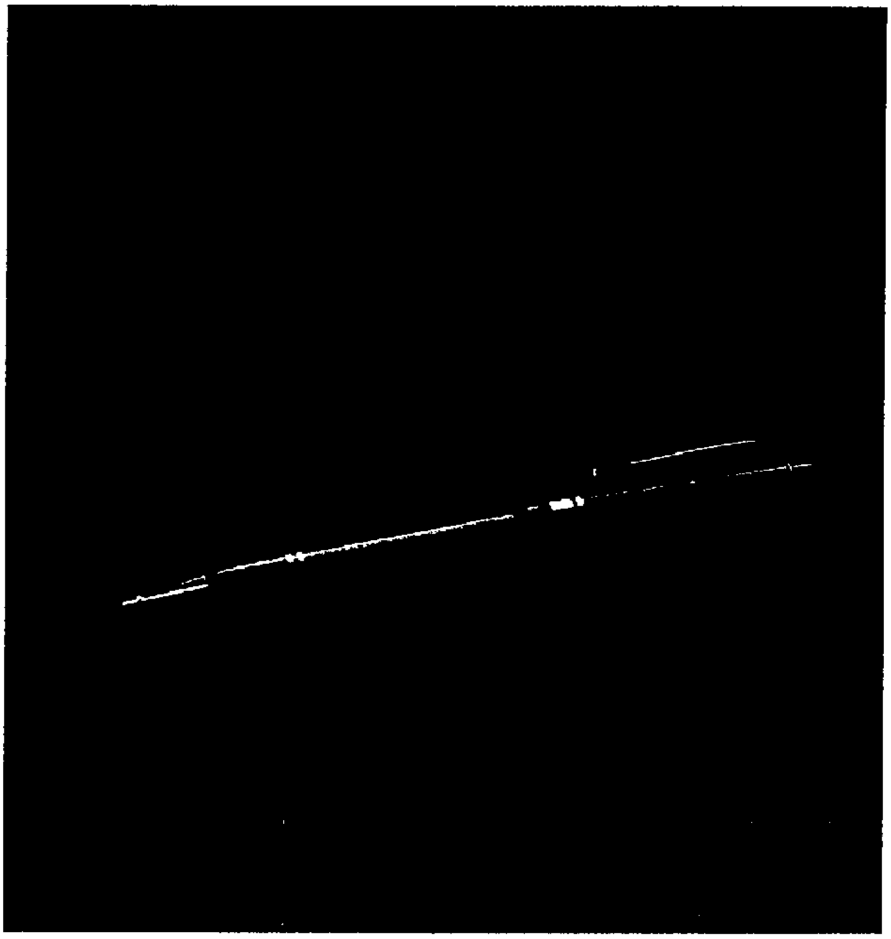
Item #02
White Flashlight Keychain w/ Batteries
Quantity Per Case: 250*
Weight Per Case: 33 lbs.
*50 Pieces per inner box, 5 inner boxes, 250 total

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,000	4	$1,340.00	$1.34	6 Wks
2,500	10	3,100.00	1.24	6 Wks
5,000	20	5,600.00	1.12	6 Wks
10,000	40	10,500.00	1.05	8 Wks
25,000	100	24,750.00	0.99	8 Wks
50,000	200	47,000.00	0.94	8 Wks
75,000	300	67,500.00	0.90	8 Wks
100,000	400	90,000.00	0.90	9 Wks

*** includes handling and state use tax

51843 4350

Writing Pen



Passport Collection Writing Instrument. Thrust pen in black with gold imprint on either cap or body.

Item #03
Writing Pen
Quantity Per Case: 1,000*
Weight Per Case: 31 lbs.

*Inner boxes of 200 pieces per inner box, 5 inner boxes, 1,000 total

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,000	1	$1,130.00	$1.13	6 Wks
2,600	2.6	2,860.00	1.10	6 Wks
5,000	5	5,350.00	1.07	8 Wks
10,000	10	10,700.00	1.07	8 Wks
25,000	25	25,750.00	1.03	8 Wks
50,000	50	51,000.00	1.02	8 Wks
75,000	75	73,500.00	0.98	9 Wks
100,000	100	97,000.00	0.97	9 Wks

*** includes handling and state use tax

51843 4351

Playing Cards



Standard Bridge Side Cards, Plastic Laminate. Two color imprint on cards. Two color imprint on all sides of box. Size 2¼" x 3½".

Item #04

Playing Cards - Quantities 980 through 10,080
Quantity Per Case: 140
Weight Per Case: 30 lbs.

Playing Cards - Quantities over 10,000
Quantity Per Case: 144
Weight Per Case: 37 lbs.

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
980	7	$1,617.00	$1.65	5 Wks
2,520	18	3,679.20	1.46	5 Wks
5,040	36	6,400.80	1.27	5 Wks
10,080	72	12,096.00	1.20	5 Wks
25,200	175	23,688.00	0.94	6 Wks
50,400	350	42,336.00	0.84	6 Wks
74,880	520	62,899.20	0.84	8 Wks
100,080	695	79,063.20	0.79	8 Wks

*** includes handling and state use tax

51843 4352

Sunglasses



Black Nylon Wayfarer Type Sunglasses. Classic styling with UV protection lens. One color imprint on each arm, (same logo).

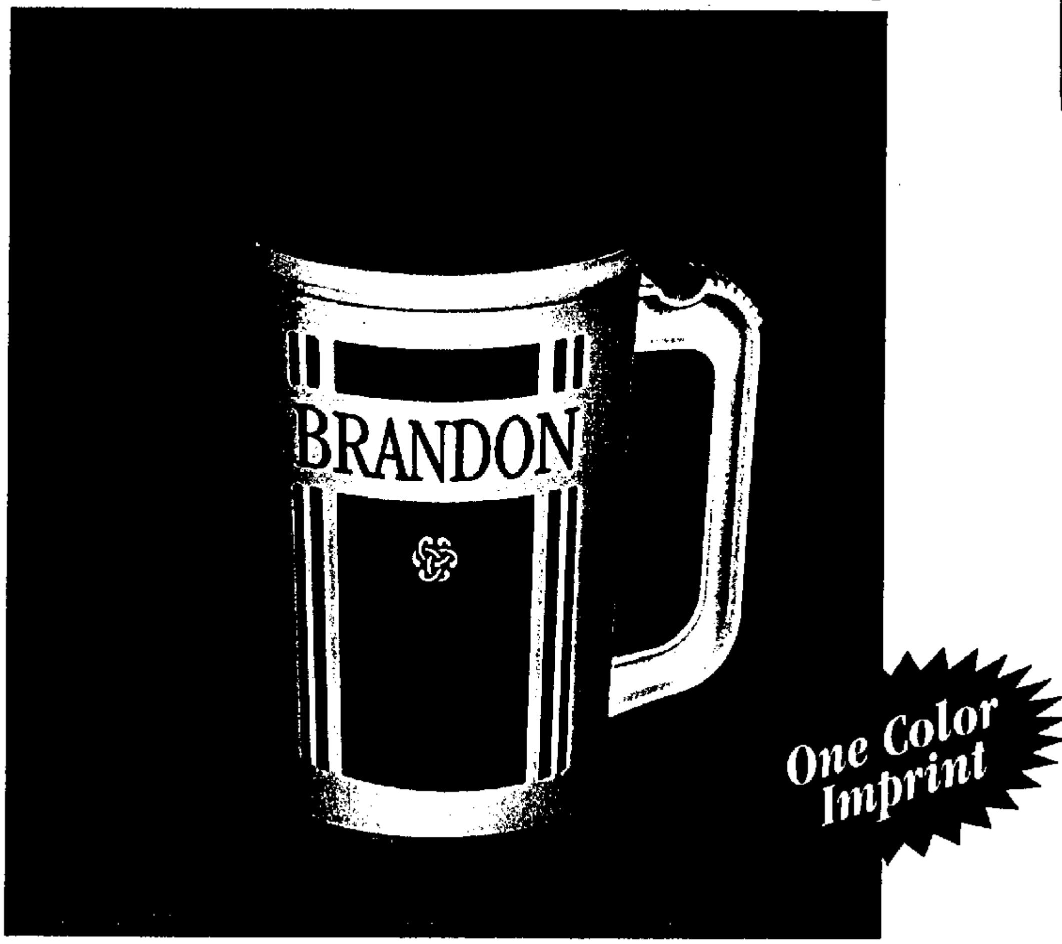
Item #05
Sunglasses
Quantity Per Case: 300*
Weight Per Case: 37 lbs.
*12 Pieces per inner box, 25 boxes inner boxes, 300 total

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,200	4	$1,524.00	$1.27	5 Wks
2,700	9	3,348.00	1.24	5 Wks
5,100	17	5,610.00	1.10	6 Wks
10,200	34	11,118.00	1.09	6 Wks
25,200	84	26,208.00	1.04	6 Wks
50,100	167	50,100.00	1.00	8 Wks
75,000	250	71,250.00	0.95	8 Wks
100,200	334	91,182.00	0.91	8 Wks

*** includes handling and state use tax

51843 4353

Insulated Travel Mug



16 oz. Air Insulated Travel Mug. White molded plastic mug with red lid. Size 6"H x 5 1/2"W x 3 1/2"D. One color imprint, two sides, same logo.

Item #06A
Insulated Travel Mug
Quantity Per Case: 48
Weight Per Case: 18 lbs.

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,008	21	$1,562.40	$1.55	5 Wks
2,496	52	3,669.12	1.47	5 Wks
5,040	105	6,652.80	1.32	5 Wks
10,032	209	12,540.00	1.25	5 Wks
25,008	521	30,259.68	1.21	6 Wks
50,016	1042	58,518.72	1.17	6 Wks
75,024	1563	84,026.88	1.12	7 Wks
100,032	2084	106,033.92	1.06	7 Wks

51843 4354

*** includes handling and state use tax

Insulated Travel Mug



16 oz. Air Insulated Travel Mug. White molded plastic mug with red lid. Size 6"H x 5 1/2"W x 3 1/2"D. Two color imprint, two sides, same logo.

Item #06B
Insulated Travel Mug
Quantity Per Case: 48
Weight Per Case: 18 lbs.

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,008	21	$1,804.32	$1.79	5 Wks
2,496	52	3,943.68	1.58	5 Wks
5,040	105	7,408.80	1.47	5 Wks
10,032	209	14,345.76	1.43	5 Wks
25,008	521	31,009.92	1.24	6 Wks
50,016	1042	59,519.04	1.19	6 Wks
75,024	1563	85,527.36	1.14	7 Wks
100,032	2084	108,034.56	1.08	7 Wks

***** Includes handling and state use tax**

51843 4355

Sipper Bottle



32 oz. Sipper Bottle. White plastic cup with red lid.
Size 8½"H x 4"W x 3¾"D.
One color imprint, two sides,
one or two logos (same color).

Item #07A
Sipper Bottle
Quantity Per Case: 96
Weight Per Case: 30 lbs.

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,056	11	$1,330.56	$1.26	5 Wks
2,496	26	2,745.60	1.10	5 Wks
4,992	52	4,193.28	0.84	5 Wks
10,080	105	8,265.60	0.82	6 Wks
25,056	261	19,543.68	0.78	6 Wks
50,016	521	38,512.32	0.77	6 Wks
75,072	782	53,301.12	0.71	8 Wks
100,032	1042	69,022.08	0.69	8 Wks

*** includes handling and state use tax

51843 4356

Sipper Bottle



32 oz. Sipper Bottle. White plastic cup with red lid.
Size 8½"H x 4"W x 3¾"D.
Two color imprint, two sides,
one or two logos (same color).

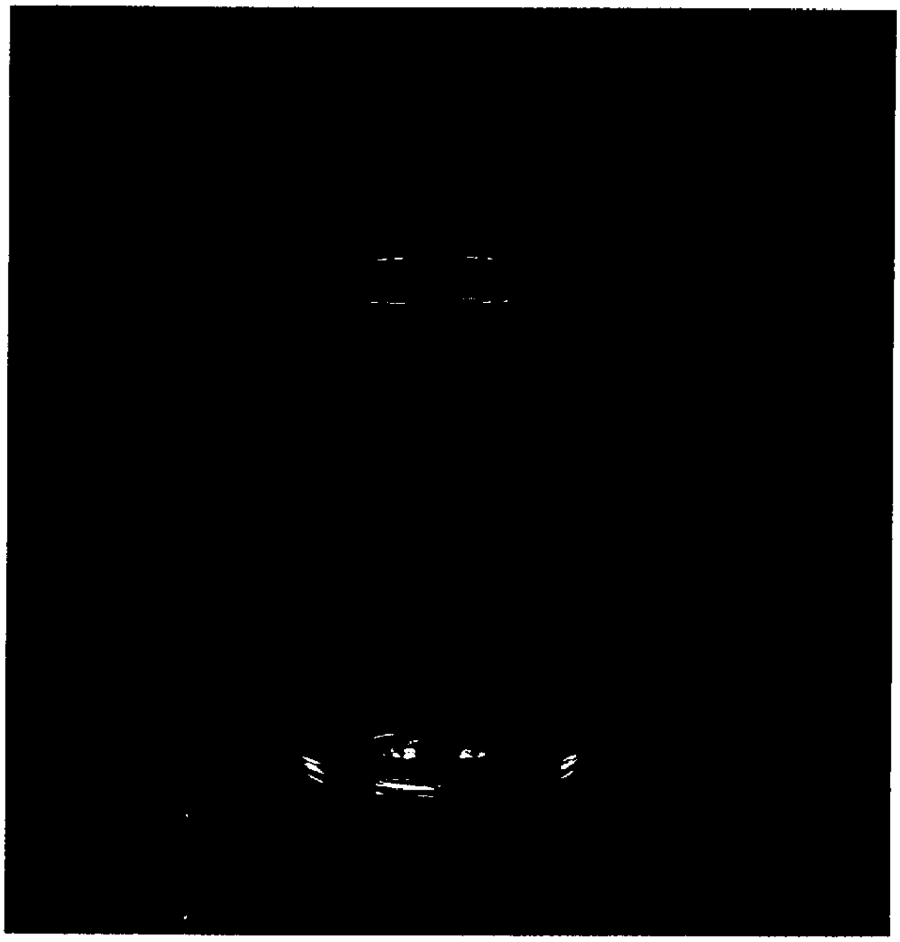
Item #07B
Sipper Bottle
Quantity Per Case: 96
Weight Per Case: 30 lbs.

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,056	11	$1,383.36	$1.31	5 Wks
2,496	26	2,795.52	1.12	5 Wks
4,992	52	4,892.16	0.98	5 Wks
10,080	105	9,172.80	0.91	6 Wks
25,056	261	21,047.04	0.84	6 Wks
50,016	521	40,512.96	0.81	6 Wks
75,072	782	59,306.88	0.79	8 Wks
100,032	1042	76,024.32	0.76	8 Wks

*** Includes handling and state use tax

51843 4357

Acrylic Tumbler



**16 oz. Thick Wall Tumbler. Clear insulated acrylic.
One color, one side imprinting.**

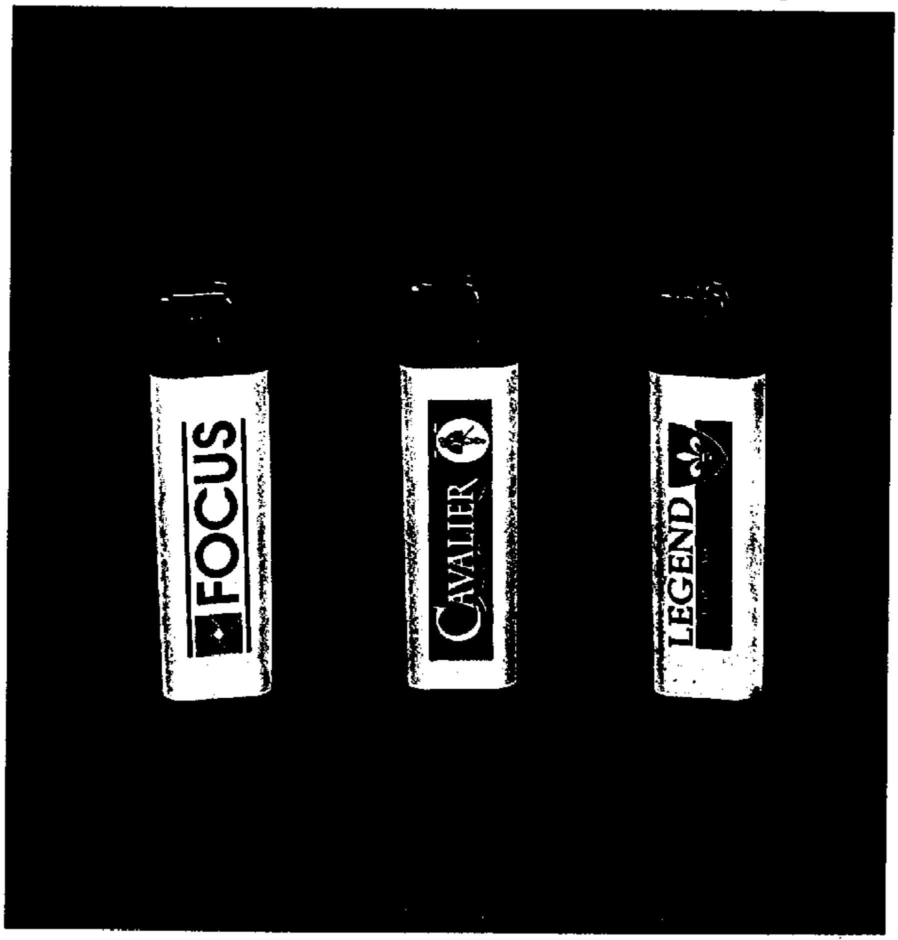
Item #09
16 oz. Acrylic Tumbler
Quantity Per Case: 12
Weight Per Case: 6 lbs.

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
1,008	84	$2,469.60	$2.45	6 Wks
2,496	208	5,391.36	2.16	6 Wks
4,992	416	9,484.80	1.90	6 Wks
10,008	834	16,513.20	1.65	7 Wks
25,008	2084	40,763.04	1.63	7 Wks
50,004	4167	79,506.36	1.59	8 Wks
75,000	6250	117,750.00	1.57	8 Wks
100,008	8334	154,012.32	1.54	8 Wks

51843 4358

*** includes handling and state use tax

Cigarette Lighters



White Scripto Child Resistant Disposable Lighter.
One color imprint, one side.

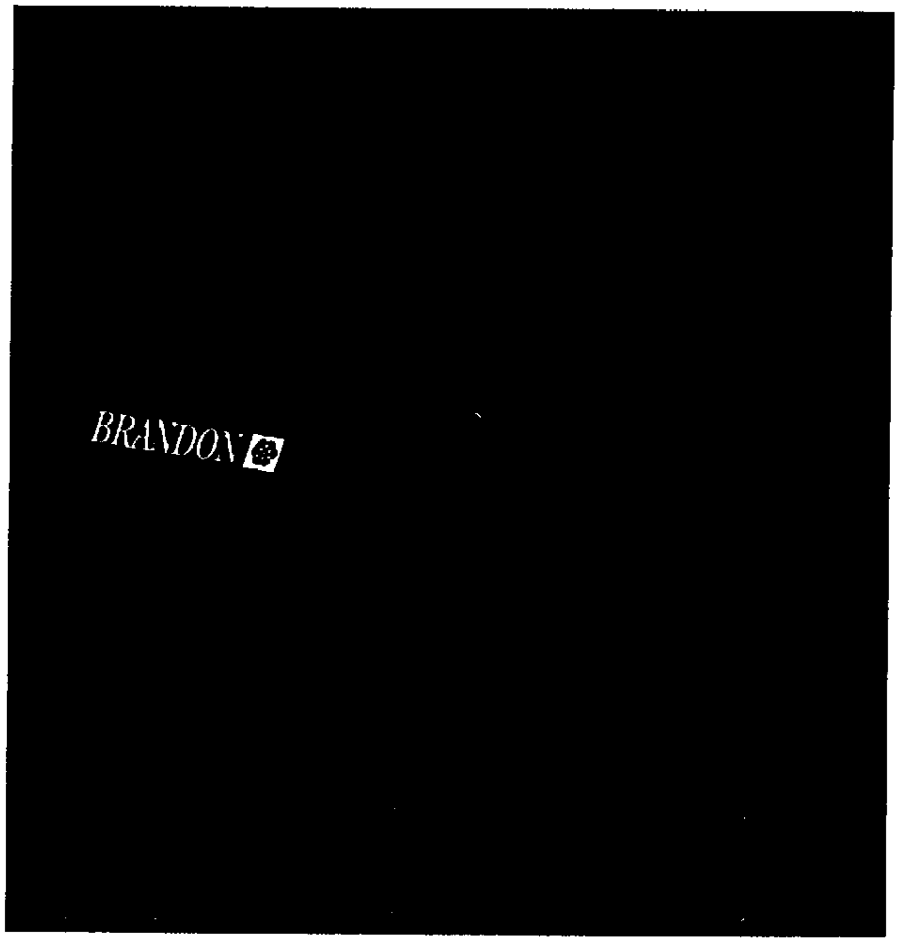
Item #011
Cigarette Lighters
Quantity Per Case: 1,000
Weight Per Case: 50 lbs.

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
5,000	5	$1,750.00	$0.35	5 Wks
10,000	10	3,500.00	0.35	5 Wks
25,000	25	8,750.00	0.35	5 Wks
50,000	50	17,500.00	0.35	5 Wks
75,000	75	26,250.00	0.35	5 Wks
100,000	100	35,000.00	0.35	5 Wks

51843 4359

*** Includes handling and state use tax

Grill Lighter



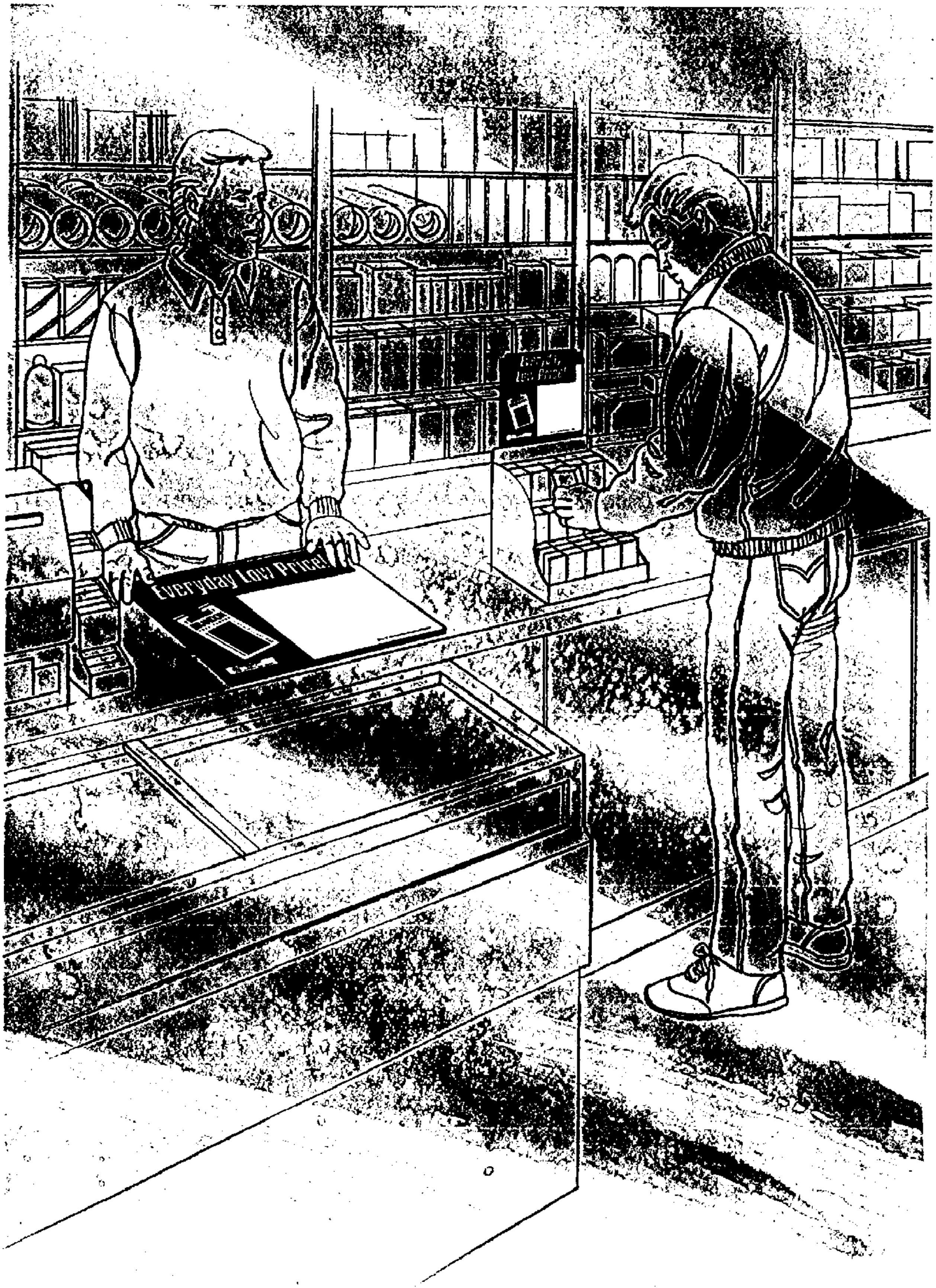
Red Scripto Aim N' Flame Disposable Grill and Fireplace Lighter. One color imprint, one side.

Item #012
Grill Lighter
Quantity Per Case: 100
Weight Per Case: 25 lbs.

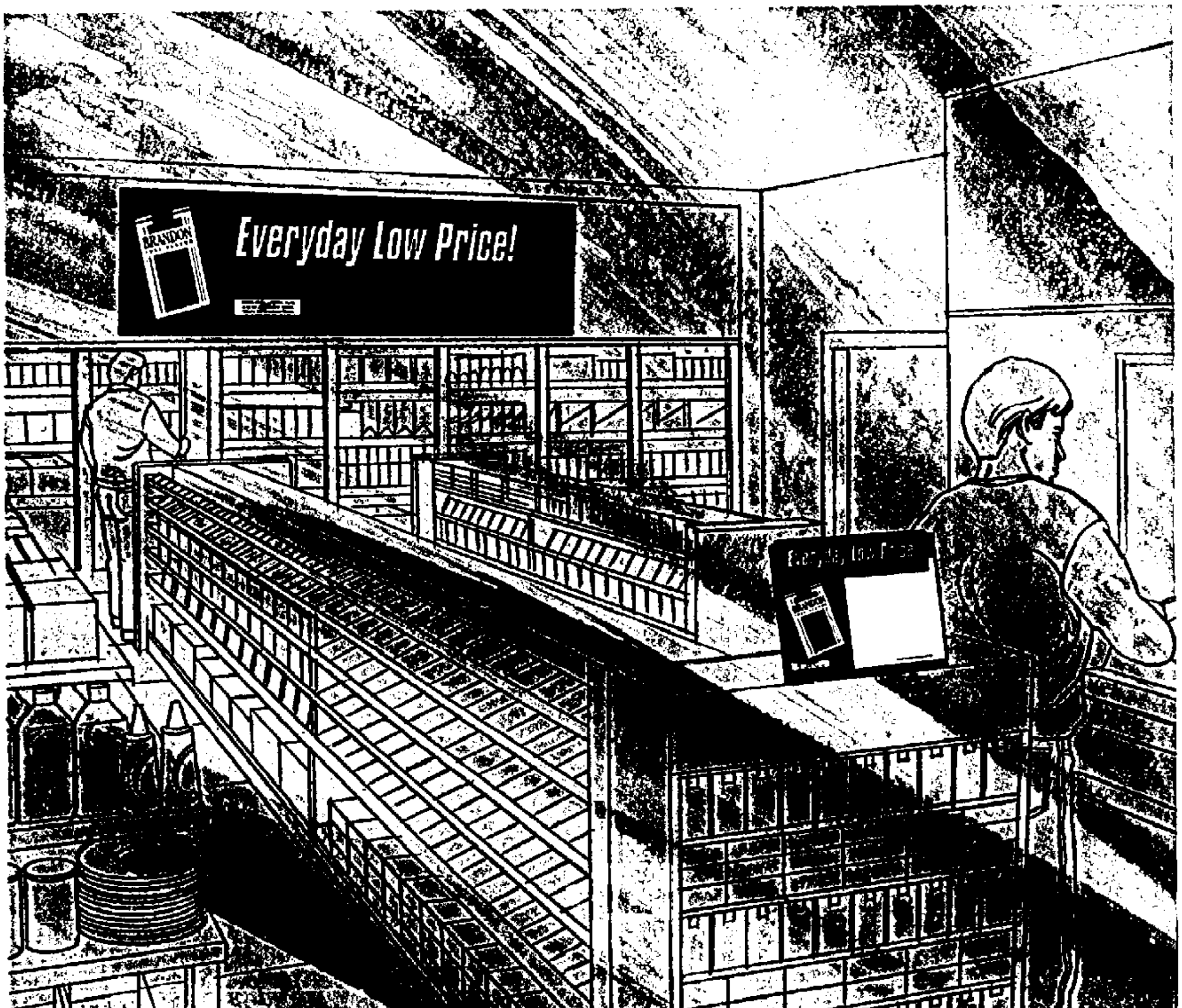
Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
5,000	50	$9,100.00	$1.82	7 Wks
10,000	100	18,200.00	1.82	7 Wks
25,000	250	45,500.00	1.82	7 Wks
50,000	500	91,000.00	1.82	7 Wks
75,000	750	136,500.00	1.82	7 Wks
100,000	1000	182,000.00	1.82	7 Wks

51843 4360

*** includes handling and state use tax



51843 4361



51843 4362



51843 4363

Custom Point of Sale



Dump Bin Riser
(#015)
17¼" x 14"



Premium Riser
(#014)
9¼" x 10¼"



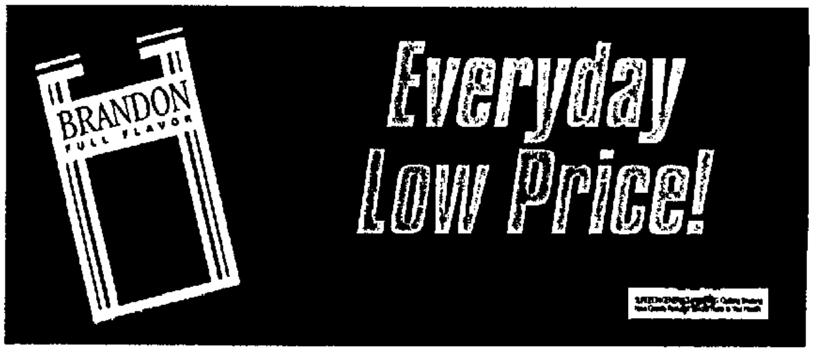
Pump Topper
(#013)
21½" x 12½"



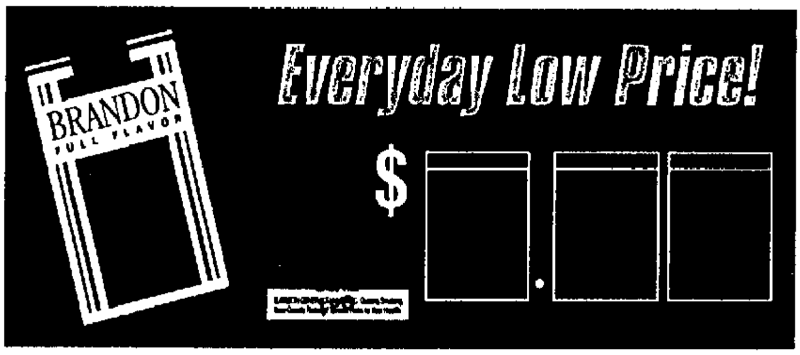
Change Mat
(#010)
18" x 12"

51843 4364

Custom Banners



Awareness Banner, 5' x 2' (#08A)



Pricing Banner, 5' x 2' (#08B) with Pricing Pocket



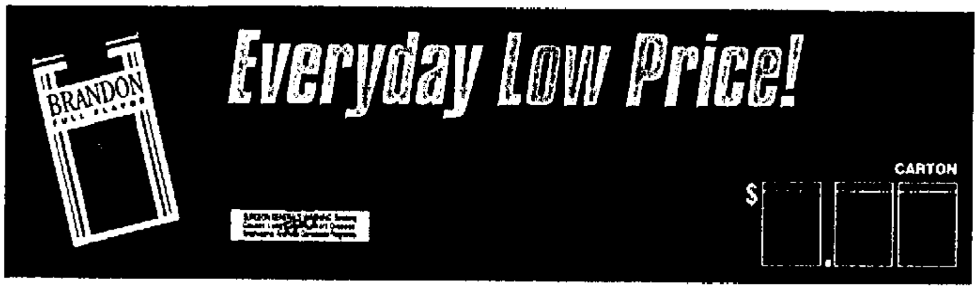
Promotion Banner, 5' x 2' (#08C) with Pricing

51843 4365

Custom Banners



Awareness Banner, 12' x 3' (#08D)



Pricing Banner, 12' x 3' (#08E) with Pricing Pocket



Promotion Banner, 12' x 3' (#08F) with Pricing

Item #010
Forsyth Tobacco - Change Mats

Description: Laminated 5 color change mats
Size: 18" x 12"
Details: 16 mil, 2-sided laminated plastic with foam backing, rounded corners, 1/8" border seal in white.
Packaging: 50 per case

Minimum Quantity	# of Cases	Total Cost	Unit Cost	Lead Time
500	10	$5,740.00	$11.48	8 Wks
1,000	20	6,440.00	6.44	8 Wks
2,500	50	9,225.00	3.69	8 Wks
5,000	100	14,100.00	2.82	8 Wks
10,000	200	23,700.00	2.37	8 Wks
15,000	300	31,800.00	2.12	8 Wks
20,000	400	39,600.00	1.98	8 Wks
25,000	500	45,250.00	1.81	8 Wks

Item #013
Forsyth Tobacco - Pump Topper Insert Card
Description: 5 colors
Size: 21½" x 12½"
Packaging: 25 per case

Minimum Quantity	# of Cases	Total Cost	Unit Cost	Lead Time
500	20	$5,434.00	$10.87	6 Wks
1,000	40	5,803.20	5.80	6 Wks
2,500	100	6,786.60	2.71	6 Wks
5,000	200	8,424.00	1.68	6 Wks
10,000	400	11,544.00	1.15	6 Wks
25,000	1,000	20,800.00	0.83	6 Wks
50,000	2,000	35,880.00	0.72	6 Wks

Item #014
Forsyth Tobacco - Premium Promotion Display Riser Card
Description: 5 colors
Size: 9¼" x 10¼"
Packaging: 25 per case

Minimum Quantity	# of Cases	Total Cost	Unit Cost	Lead Time
500	20	$3,614.00	$7.23	6 Wks
1,000	40	3,868.80	3.87	6 Wks
2,500	100	4,498.00	1.80	6 Wks
5,000	200	5,564.00	1.11	6 Wks
10,000	400	8,112.00	0.81	6 Wks
25,000	1,000	14,820.00	0.59	6 Wks
50,000	2,000	22,880.00	0.46	6 Wks

Item #015
Forsyth Tobacco - Dump Bin Riser Card
Description: 5 colors
Size: 17¼" x 14"
Packaging: 25 per case

Minimum Quantity	# of Cases	Total Cost	Unit Cost	Lead Time
500	20	$4,581.20	$9.16	6 Wks
1,000	40	4,929.60	4.93	6 Wks
2,500	100	5,876.00	2.35	6 Wks
5,000	200	7,436.00	1.49	6 Wks
10,000	400	10,816.00	1.08	6 Wks
25,000	1,000	18,460.00	0.74	6 Wks
50,000	2,000	32,240.00	0.64	6 Wks

Item #08-A, B & C, 5' X 2' Banners

Description: Standard P.O.S. Banner with logo, copy, and price point.
Size: 5' x 2'
Imprint: Five color imprint includes "pricing."
Details: Made of 8 mil White Polythylene, hemmed with grommets and cording.
Packaging: 25 pieces/carton

Item#08-A) 5' x 2' Awareness Banner

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$3,527.00	$35.27	7 Wks
500	20	6,050.00	12.10	7 Wks
1,000	40	8,760.00	8.76	7 Wks
2,000	80	14,260.00	7.13	7 Wks

Item#08-B) 5' x 2' Pricing Banner with Pockets and Inserts

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$5,497.00	$54.97	7 Wks
500	20	10,560.00	21.12	7 Wks
1,000	40	16,440.00	16.44	7 Wks
2,000	80	28,320.00	14.16	7 Wks

Item#08-C) 5' x 2' Promotion Banner with Strip Decals and Digital "8"Outline

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$3,739.00	$37.39	7 Wks
500	20	6,560.00	13.12	7 Wks
1,000	40	9,590.00	9.59	7 Wks
2,000	80	15,620.00	7.81	7 Wks

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Item #08-D, E & F, 12' X 3' Banners

Description:	Standard P.O.S. Banner with logo, copy, and price point.
Size:	12' x 3'
Imprint:	Pack imprint and a choice of copy
Details:	Made of 8 mil White Polythylene, hemmed with grommets and cording.
Packaging:	25 pieces/carton

Item#08-D) 12' x 3' Awareness Banner

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$4,997.00	$49.97	7 Wks
500	20	10,360.00	20.72	7 Wks
1,000	40	16,420.00	16.42	7 Wks
2,000	80	28,440.00	14.22	7 Wks

Item#08-E) 3' x 12' Pricing Banner with Pockets and Inserts

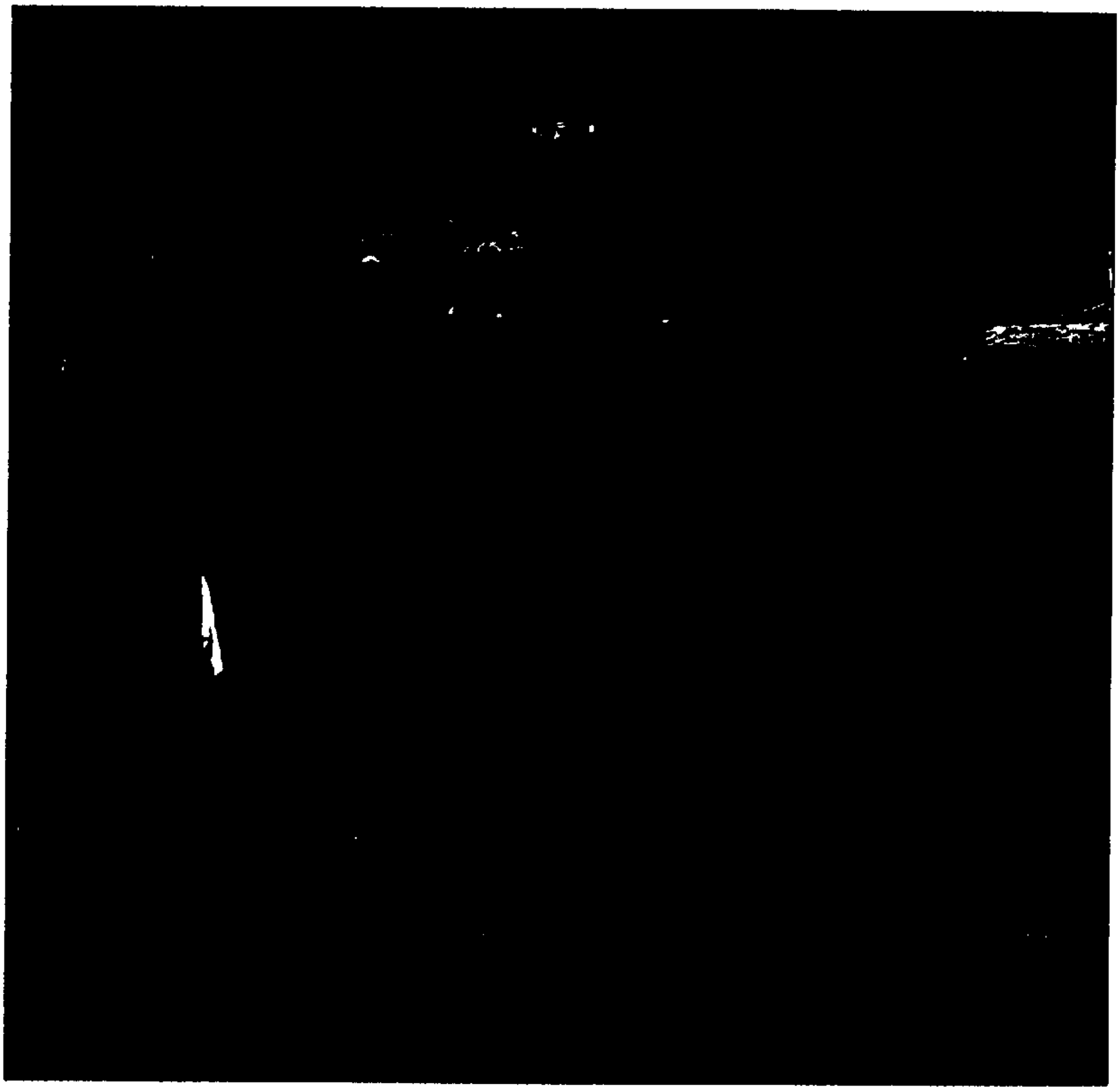
Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$6,967.00	$69.67	7 Wks
500	20	14,870.00	29.74	7 Wks
1,000	40	24,090.00	24.09	7 Wks
2,000	80	42,500.00	21.25	7 Wks

Item#08-F) 3' x 12' Promotion Banner with Strip Decals and Digital "8"Outline

Minimum Quantity	Cases/ Order	Cost/ Order	Cost/ Item	Lead Time
100	4	$5,209.00	$52.09	7 Wks
500	20	10,870.00	21.74	7 Wks
1,000	40	17,250.00	17.25	7 Wks
2,000	80	29,820.00	14.91	7 Wks

INCENTIVE PROGRAM

51843 4371



Vacation Awards

1. Submit your vacation order via Forsyth Alliance procedures at $85.00 per certificate. The dollar amount will be deducted from your accrual account.
   <u>Lead Time:</u> 5 Weeks to receive package

2. Once you have received the Vacation Package, select the Vacation Destination of your choice.

3. Read the GENERAL INFORMATION AND PROCEDURES sheet provided in your Vacation Package.

4. Make your reservations using the RESERVATIONS FORM in accordance with the GENERAL INFORMATION AND PROCEDURES sheet provided in your package.

5. Mini-vacation consists of three days / two nights.

ARIZONA

Regal McCormick Ranch

Scottsdale, Arizona

- Deluxe Room Accommodations at the Elegant Regal McCormick Ranch for Two Adults.
- Complimentary Cocktails Upon Arrival (One Per Adult).
- Complimentary First Morning Continental Breakfast.
- 2 for 1 Green Fees (1 round per stay) or 1-Hour Use of Tennis Facilities. (Submit receipt to National Marketing Consultants, Inc. for reimbursement.)
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 1/1-4/30 Surcharge $12.50

ARKANSAS

Lake Hamilton Resort

Hot Springs, Arkansas

- Deluxe Room Accommodations at the Luxurious Lake Hamilton Resort for Two Adults.
- Complimentary Full-American Breakfast at Hanford's.
- Complimentary Split of Champagne.
- Complimentary Two Adult Tickets to the Mid-American Museum.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 2/15-3/15;6/1-Labor Day Surcharge $14.50

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

CALIFORNIA

Anaheim Marriott

Anaheim, California

- Deluxe Accommodations at the Luxurious Anaheim Marriott Hotel for Two Adults.
- Complimentary Bottle of Champagne Upon Arrival.
- Complimentary Full Breakfast for Two Adults Each Morning.
- Complimentary Use of Health Club.
- Complimentary Anaheim Marriott Street Trolley to and from Disneyland Park.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*No Peak Season No Surcharge

Radisson Plaza Hotel & Golf Course

Manhattan Beach, California

- Deluxe Accommodations at the Elegant Radisson Plaza Hotel and Golf Course for Two Adults.
- Complimentary Split of Champagne.
- Complimentary First Morning Continental Breakfast for Two Adults.
- Complimentary Green Fees at the Radisson's 9-Hole Executive Course (1 Round per Adult per Stay.)
- Complimentary Anaheim Marriot Street Trolley to and from Disneyland Park.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Days Tuesday & Wednesday Surcharge $10.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

Monterey Marriott
Monterey, California

- Deluxe Room Accommodations at the Luxurious Monterey Marriott for Two Adults.
- Complimentary Split of Champagne Upon Arrival.
- Complimentary Food and Beverage Coupon.
- Complimentary 2 for 1 Tickets for the Monterey Bay Aquarium.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 5/15-9/30 Surcharge $15.00
4/1-10/31 Sun-Thurs ONLY No Surcharge

Doubletree Resort/Palm Springs at Desert Princess Country Club
Palm Springs, California

- Deluxe Accommodations at the Luxurious Doubletree Resort/Palm Springs for Two Adults.
- Complimentary Split of Champagne.
- Complimentary Chocolate Chip Bedtime Cookies.
- Complimentary First Morning Continental Breakfast for Two.
- Complimentary Use of Health Facilities.
- Complimentary Discount Golf Privileges at Desert Princess Country Club.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 1/15-4/30 Surcharge $24.50

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

Marriott Mission Valley
San Diego, California

- Deluxe Accommodations at the Exquisite Marriott Mission Valley for Two Adults.
- Complimentary Full Buffet Breakfast Daily for Two Adults.
- Complimentary 2 for 1 Deluxe Adult Pass to the San Diego Zoo.
- Complimentary Outdoor Tennis with Lighted Tennis Courts.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 6/1-8/31 No Surcharge
Sun-Thurs During Peak

FLORIDA

Indigo Lakes Golf & Tennis
Holiday Inn Crowne Plaza Resort
Daytona Beach, Florida

- Deluxe Room Accommodations at the Beautiful Indigo Lakes Golf & Tennis Holiday Inn Crowne Plaza Resort for Two Adults.
- Complimentary Split of Champagne and Box of Chocolates.
- Complimentary Continental Breakfast for Two Adults First Morning.
- Complimentary 50% off Green Fees Daily.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 2/1-4/26 Surcharge $15.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

Inn at Sandestin
Destin, Florida

- Deluxe Accommodations for Two Adults and Up to Two Children at the Beautiful Inn at Sandestin.
- Complimentary First Morning Continental Breakfast for Two.
- Complimentary Split of Champagne.
- Complimentary Golf Cart Rental for Two Adults at Either the Links or Baytowne Golf Course. (One Round, Guest Responsible for Greens Fees.)

*Peak Season Memorial Day-Labor Day Surcharge $10.00

Holiday Inn SunSpree Resort
Lake Buena Vista, Florida

- Deluxe Room Accommodations for Two Adults and Up to Two Children at the Fabulous Holiday Inn SunSpree Resort.
- Complimentary First Morning Continental Breakfast for Two.
- Complimentary Split of Champagne.
- A Variety of Children's Activities Sponsored by the Hotel's Camp Holiday Program.

*Peak Season May-August Surcharge $10.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

Holiday Inn Maingate East
Kissimmee, Florida

- Deluxe Accommodations at the Beautiful Naples Beach Hotel and Golf Club.
- Complimentary First Morning Continental Breakfast for Two.
- Complimentary Welcome Beverage for Two Adults.
- Discounted Greens Fees(Cart Rental Required).

*Peak Season 12/15-4/15 Surcharge $25.00

Naples Beach Hotel & Golf Club
Naples, Florida

- Deluxe Room Accommodations at the Elegant Palm Beach Hilton Oceanside Resort for Two Adults.
- Complimentary Wine & Cheese Basket.
- Complimentary First Morning Continental Breakfast for Two Adults.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 12/15-4/30 Surcharge $30.00

Palm Beach Hilton Oceanside Resort
Palm Beach, Florida

- Deluxe Room Accommodations at the Elegant Palm Beach Hilton Oceanside Resort for Two Adults.
- Complimentary Wine & Cheese Basket.
- Complimentary First Morning Continental Breakfast for Two Adults.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 12/15-4/30 Surcharge $30.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

Marriott's Bay Point Resort
Panama City Beach, Florida

- Deluxe Room Accommodations at the Beautiful Marriott's Bay Point Resort for Two Adults.
- Complimentary First Morning Continental Breakfast for Two at Fiddler's Green.
- Complimentary Electric Golf Cart Rental for Two at "Club Meadows" or "Lagoon Legends" Golf Courses. (Contingent Upon Guests Paying for the Greens Fees.)
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 4/1-9/15 Sun-Thurs During Peak Surcharge $20.00

Marriott At Sawgrass Resort
Ponte Vedra Beach, Florida

- Deluxe Accommodations at the Luxurious Marriot at Sawgrass Resort for Two Adults and Up to Two Children.
- Complimentary Cocktails Upon Arrival (One per Adult.)
- Complimentary First Morning Continental Breakfast for Two Adults.
- Complimentary Use of Health Club.
- Discounted Green Fees (20%).

*Peak Season 2/15-6/15 Sun-Thurs During Peak Surcharge $24.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

GEORGIA

Holiday Inn Beach Resort
Jekyll Island, Georgia

- Deluxe Room Accommodations for Two Adults and Up to Two Children at the Holiday Inn Beach Resort.
- Complimentary Full American Breakfast for Two Adults (First Morning).
- Complimentary Bottle of Champagne Upon Arrival.
- Complimentary Miniature Golf (Two Adults, One Round).

*Peak Season Memorial Day-Labor Day Surcharge $15.00

ILLINOIS

Schaumburg Marriott
Chicago/Schaumburg, Illinois

- Deluxe Room Accommodations at the Beautiful Schaumburg Marriott for Two Adults.
- Complimentary Bottle of Champagne with Welcome Bouquet of Carnations served in Room.
- Complimentary Full American Breakfast for Two Adults Each Morning.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*No Peak Season Thurs-Sun Only No Surcharge

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

LOUISIANA

New Orleans Marriott

New Orleans, Louisiana

- Deluxe Room Accommodations at the Magnificent New Orleans Marriott for Two Adults.
- Complimentary Breakfast Daily for Two Adults at Cafe Du Marche.
- Complimentary Split of California Chablis Upon Arrival.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*No Peak Season No Surcharge

MASSACHUSETTS

Cape Cod Plaza

Hyannis, Massachusetts

- Deluxe Room Accommodations at the Luxurious Cape Cod Plaza for Two Adults.
- Complimentary First Morning Continental Breakfast for Two.
- Complimentary Fresh Fruit and Cheese Platter.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 7/1-10/15 Surcharge $15.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

MICHIGAN

Boyne Mountain Resort

Harbour Springs, Michigan

- Deluxe Room Accommodations at the Incredible Boyne Mountain Resort for Two Adults.
- Complimentary Split of Champagne Served in Your Room.
- Complimentary One Round of Golf per Adult per Day at Boyne Mountain's Executive Course for Two Adults (18 Holes per Round).
- Complimentary Ski Lift Ticket for One Adult per Stay.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 6/1-8/1 Sun-Thurs During Peak Surcharge $15.00
12/1-4/1 Sun-Thurs During Peak Surcharge $15.00

MISSOURI

Marriott's Tan-Tar-A

Osage Beach, Missouri

- Deluxe Room Accommodations at the Beautiful Marriott's Tan-Tar-A Resort for Two Adults.
- Complimentary Breakfast for Two Adults First Morning.
- Complimentary "Free Playbook" (Available Sun-Thurs 6/1 through 10/31; 7 days 11/1 through 3/31).
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 6/1-9/8 Surcharge $12.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

NEVADA

Bally's Casino Resort

Reno, Nevada

- Deluxe Room Accommodations at the Luxurious Bally's Casino Resort for Two Adults.
- Complimentary Valet Parking.
- Complimentary First Morning Buffet Breakfast for Two.
- Complimentary Discount Coupon Book for the Reno Area.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*No Peak Season No Surcharge

Caesars Tahoe

Lake Tahoe, Nevada

- Deluxe Room Accommodations at the Luxurious Caesars Tahoe for Two Adults.
- Complimentary Split of Champagne Upon Arrival.
- Complimentary Two for One Coupon for Caesars Cabaret Show.
- Complimentary Food and Beverage Coupon.
- Complimentary Hotel Fun Book for Gaming, Shops and Restaurants.
- Two Children (11 and under) Occupying the Same Room as Their Parents Stay Free.

*Peak Season 6/12-9/19 Surcharge $16.50
Sun-Thurs ONLY

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

Golden Nugget Hotel & Casino

Las Vegas, Nevada

- Deluxe Room Accommodations at the Spectacular Golden Nugget Hotel & Casino for Two Adults.
- Complimentary Valet Parking.
- Complimentary Cocktail for Two Upon Arrival.
- Complimentary First Morning Buffet Breakfast for Two.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*No Peak Season No Surcharge
Sun-Thurs ONLY

NEW JERSEY

Bally's Grand Casino Hotel

Atlantic City, New Jersey

- Deluxe Accommodations at the Luxurious Bally's Grand for Two Adults.
- Complimentary Split of Champagne Upon Arrival.
- Complimentary Gaming Coins ($10.00 per Adult).
- Complimentary Food and Beverage Coupons ($10.00 per Adult).
- Complimentary MVP Discount Card.
- Two Children (11 and under) Occupying the Same Room as Their Parents Stay Free.

*No Peak Season Sun-Thurs ONLY No Surcharge

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

NORTH CAROLINA

Foxfire Resort & Country Club

Pinehurst, North Carolina

- Deluxe Room Accommodations at the Beautiful Foxfire Resort for Two Adults.
- Complimentary $20.00 Food And Beverage Credit.
- Complimentary Use of Resort's Tennis and Pool Facilities.
- 50% Discount on Golf Greens Fees.

*Peak Season March-May; October & November Surcharge $12.50

OHIO

Atwood Lake Resort

Dellroy, Ohio

- Deluxe Room Accommodations at the Luxurious Atwood Lake Resort for Two Adults.
- Complimentary Full Breakfast for Two Adults First Morning.
- Complimentary Bottle of Wine/Champagne.
- Complimentary Two for One Green Fees.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 6/1-9/30 Surcharge $12.50
Sun-Thurs During Peak Season

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

OREGON

The Inn At Otter Crest

Otter Rock, Oregon

- Deluxe Room Accommodations at the Incredible Inn At Otter Crest for Two Adults.
- Complimentary Two for One Cocktails Upon Arrival.
- Complimentary First Morning American Breakfast for Two.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 7/1-9/30 Surcharge $18.00
Peak Days Friday & Saturday Year Round Surcharge $18.00

RHODE ISLAND

Newport Marriott

Newport, Rhode Island

- Deluxe Accommodations at the Luxurious Newport Marriott for Two Adults.
- Complimentary Buffet Breakfast First Morning for Two Adults.
- Complimentary Split of Champagne Upon Arrival.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 5/9-9/11 Surcharge $25.00
Sun-Thurs During Peak

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

SOUTH CAROLINA

Holiday Inn Surfside Beach

Myrtle Beach, South Carolina

- Deluxe Accommodations at the Beautiful Holiday Inn Surfside Beach for Two Adults.
- Complimentary First Morning Low Country Breakfast for Two Adults.
- Complimentary Split of Champagne.
- Complimentary Sand Dollar in Guest Room.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 5/27-8/17 Surcharge $10.00
Sun-Thurs During Peak

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

TENNESSEE

Bent Creek Golf Resort

Gatlinburg, Tennessee

- Deluxe Room Accommodations for Two Adults and Up to Two Children at the Bent Creek Resort.
- Complimentary Welcome Breakfast for Two Adults (First Morning).
- Complimentary Fruit and Cheese Basket.
- Discount Green Fees.

*Peak Season 7/1-10/31 Surcharge $12.50

Maxwell House

Nashville, Tennessee

- Deluxe Room Accommodations at the Luxurious Maxwell House for Two Adults.
- Complimentary Continental Breakfast (2 Adults) First Morning.
- Complimentary Split of Champagne for Two Upon Arrival.
- Complimentary Use of Health Club Facilities.
- Complimentary Parking at the Maxwell House.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*No Peak Season No Surcharge

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

TEXAS

Marriott Rivercenter

San Antonio, Texas

- Deluxe Accommodations at the Luxurious Marriott Rivercenter for Two Adults.
- Complimentary First Morning American Breakfast with a Choice of 3 Full Breakfasts for Two Adults.
- Complimentary Bottle of Wine.
- Complimentary Chocolate Covered Strawberries.
- Complimentary Use of Executive Health Club.
- Complimentary Coupon Booklet for Area Attractions.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*No Peak Season No Surcharge

Holiday Inn at South Padre Island

South Padre Island, Texas

- Deluxe Accommodations at the Spectacular Holiday Inn South Padre Island for Two Adults.
- Complimentary First Morning Continental Breakfast for Two Adults.
- Complimentary Split of Champagne and Welcome Cheese Tray.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 5/15-9/15 Surcharge $10.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

UTAH

Radisson Inn Park City

Park City, Utah

- Deluxe Accommodations at the Elegant Radisson Inn Park City for Two Adults.
- Complimentary Gift Basket.
- Complimentary Continental Breakfast Daily for Two Adults.
- Complimentary Shuttle to 3 World Class Ski Areas (In Season).
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 12/20-4/1 Surcharge $25.00

VIRGINIA

Radisson Hotel Virginia Beach

Virginia Beach, Virginia

- Deluxe Accommodations at the Beautiful Radisson Hotel Virginia Beach for Two Adults.
- Complimentary Full American Breakfast for Two Adults Daily.
- Complimentary Split of Champagne Upon Arrival.
- Complimentary Use of Recreational Facilities, such as Indoor Pool, Tennis Courts, Whirlpool, and Sauna.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 6/15-9/7 Surcharge $15.00

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

WISCONSIN

The Abbey Resort Hotel & Spa

Lake Geneva, Wisconsin

- Deluxe Room Accommodations at the Elegant Abbey Resort Hotel & Spa for Two Adults.
- Complimentary Split of Champagne Served in Your Room.
- Complimentary First Morning Continental Breakfast for Two.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*Peak Season 5/25-9/15 Surcharge $20.00
Sun-Thurs During Peak

TORONTO, ONTARIO, CANADA

Royal York

Toronto, Ontario, Canada

- Deluxe Room Accommodations at the Incomparable Royal York Hotel for Two Adults.
- Complimentary Continental Breakfast for Two Adults First Morning.
- Complimentary Split of Wine.
- Two Children Occupying the Same Room as Their Parents Stay Free.

*No Peak Season No Surcharge

Revised 11/15/93

THE SURCHARGE IS BASED ON A PER ADULT PER NIGHT BASIS

GENERIC POS AND DISPLAYS

51843 4383

GENERIC POINT OF SALE



* Large PPD Card, 13 7/16" x 4 7/16"
Item # 394902



* Small PPD Card, 9 1/4" x 10"
Item # 432636



** Pump Topper, 21 1/2" x 12 1/2"
Item # 394891

* REQUIRES SMALL PACK STICKER
**REQUIRES LARGE PACK STICKER



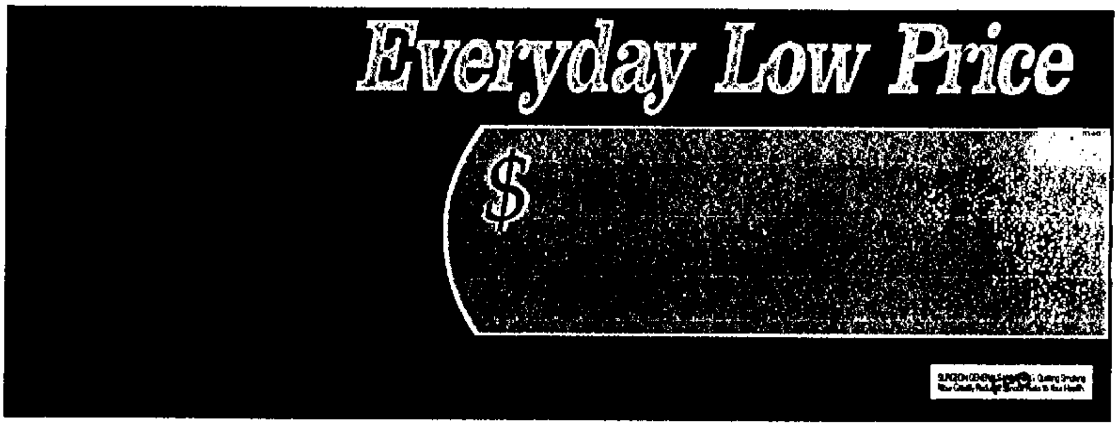


** Dump Bin Riser, 17 1/4" x 14"
Item # 403911

GENERIC POINT OF SALE



* 24 inch Package Merch Card, 18 7/8" x 3 1/4"
Item # 394858



*19" Canopy Card, 19" x 8 1/4"
Item # 468173



* Channel Strip, 9 3/4" x 15/16"
Item # 394869



* Shelf Strip, 12 1/4" x 4 7/16"
Item # 394880

* REQUIRES SMALL PACK STICKER
**REQUIRES LARGE PACK STICKER



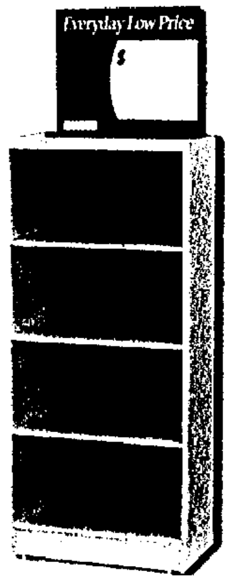
SMALL PACK STICKER



LARGE PACK STICKER

51843 4385

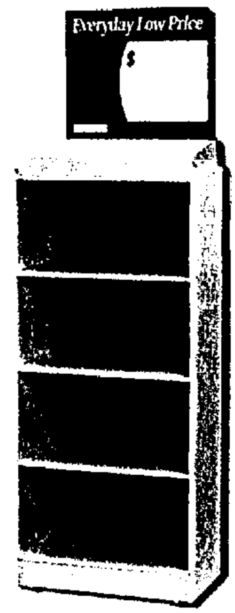
FORSYTH TOBACCO PRODUCTS PERMANENT DISPLAYS



WOOD (CTN) FLOOR DISPLAY
Item# 339121

DIMENSIONS
Height - 45 1/4"
Width - 21 1/4"
Depth - 11 1/2"

Carton Capacity - 100
Pack Capacity - 90
Packed 1 per case



WOOD FLOOR DISPLAY WITH TOPPER

DIMENSIONS
Height - 48 1/4"
Width - 21 1/4"
Depth - 11 1/2"

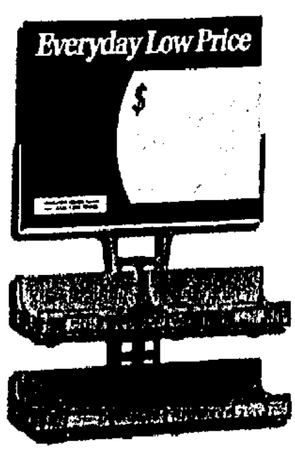
Carton Capacity - 100
PackCapacity - 90



TOPPER FOR WOOD DISPLAY - 9 PACKS WIDE
Item# 347184

DIMENSIONS
Height - 3 3/4"
Width - 19 3/4"
Depth - 11"

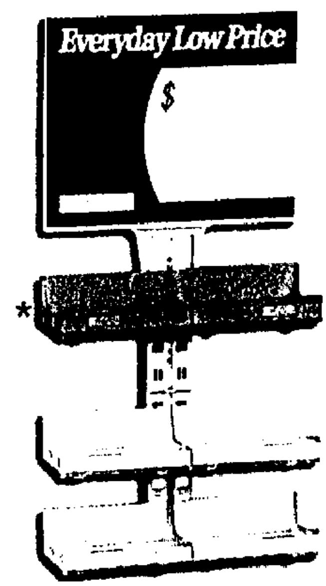
Pack Capacity - 90
Packed 10 Per case



PACKAGE DISPLAY (4 TRAY)
Item# 364179

DIMENSIONS
Height - 14 1/8"
Width - 13 3/4"
Depth - 5 5/8"

Carton Capacity - 60
Packed 4 per case



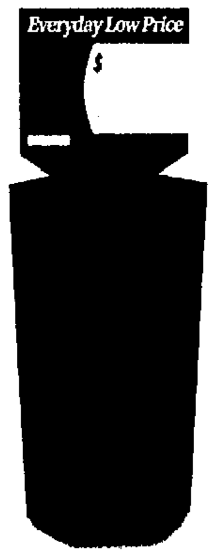
*PACKAGE ADD ON
Item# 364366

DIMENSIONS
Height - 2 3/8"
Width - 7"
Depth - 5 5/8"

Carton Capacity - 30
Packed 4 per case

51843 4386

FORSYTH TOBACCO PRODUCTS TEMPORARY DISPLAYS



LARGE DUMP BIN
FLOOR DISPLAY
Item #: 171239

Capacity: 260 Packs
Color: Reflex Blue
SKU: 5

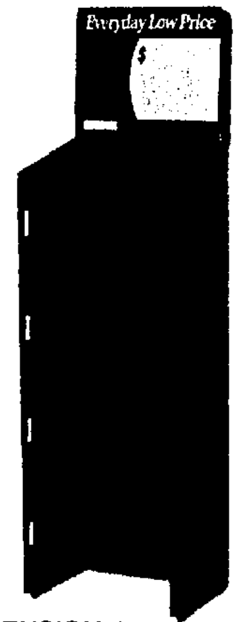
2/4 Cell Dividers
Commodity #: 185308
Color: Reflex Blue
SKU: 25



SMALL DUMP BIN
FLOOR DISPLAY
Item #: 158149

Capacity: 130 Packs
Color: REflex Blue
SKU: 10

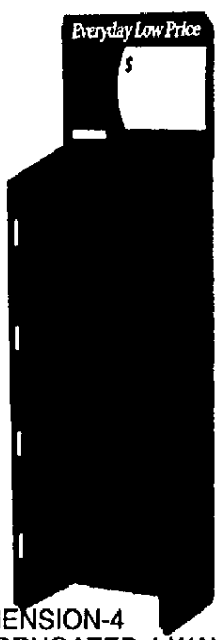
2-Cell Dividers
Commodity #: 185286
Color: Reflex Blue
SKU: 25



DIMENSION-4
CORRUGATED 4-WAY
PROMOTIONAL DISPLAY
Item #: 458131

All cartons - 25 king size cartons per shelf (total 100)

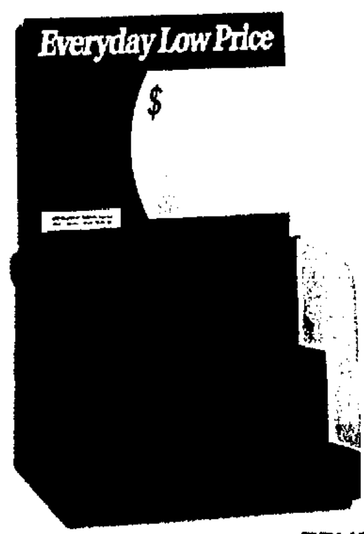
Color: Reflex Blue
SKU: 1

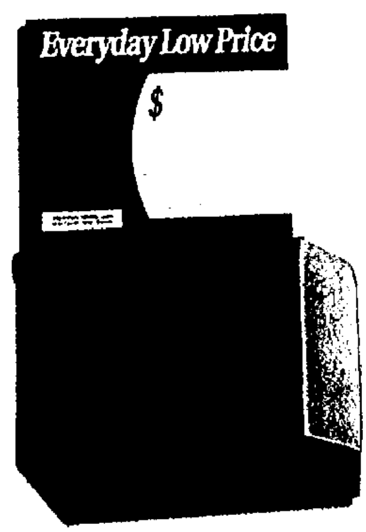


DIMENSION-4
CORRUGATED 4-WAY
PROMOTIONAL DISPLAY
Item #: 458131

All packs (12 small dump bins): 30 packs per section (total 360)

Color: Reflex Blue
SKU: 1





TEMPORARY PACKAGE
COUNTER DISPLAY
Item #: 417617

With Stair Step
(12) 2-pack clamshells
(6) 3-pack clamshells
80 king size packs

Color: Reflex Blue
SKU: 25

Without Stair Step
(24) 2-pack clamshells
(16) 3-pack clamshells
160 king size packs

Color: Reflex Blue
SKU: 25

51843 4387

FORSYTH TOBACCO

Sales Materials Operations Logistics
P.O. Box 2959
Winston-Salem, NC 27102

January 20, 1994

Subject: GENERIC POINT-OF-SALE MATERIALS

Forsyth Tobacco offers POS at no cost to all Private Label customers

Copy and complete the attached form and fax or mail to Geraldine Nicks, Sales Materials Coordinator. If an inventory problem occurs, you will be advised by phone; otherwise, your order will be filled within 48 hours of receipt and received within three (3) weeks.

Sincerely,

FORSYTH TOBACCO PRODUCTS

Generic Point of Sale



* Large PPD Card, 13 7/16" x 4 7/16"



Small PPD Card, 9 1/4" x 10"

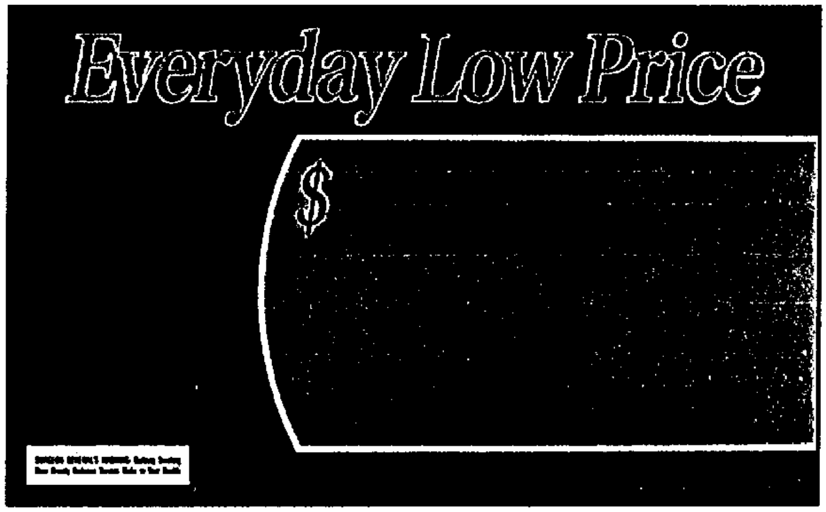
* REQUIRES SMALL PACK STICKER
** REQUIRES LARGE PACK STICKER



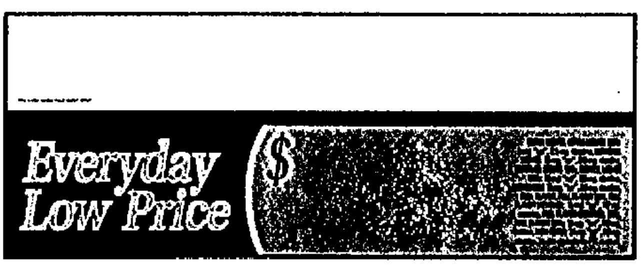
SMALL PACK STICKER



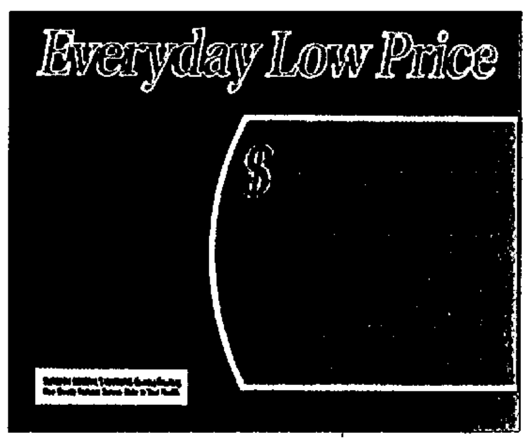
LARGE PACK STICKER



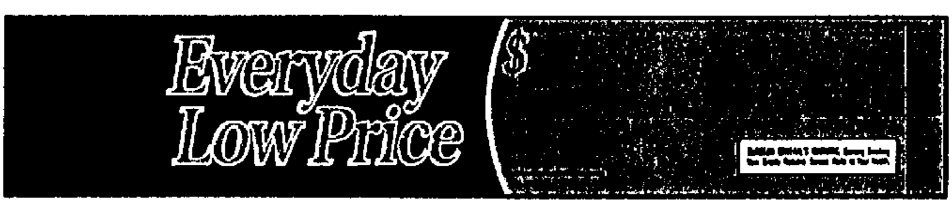
** Pump Topper, 21 1/2" x 12 1/2"



* Shelf Strip, 12 1/4" x 4 7/16"



** Dump Bin Riser, 17 1/4" x 14"



* 24 Inch Package Merch Card, 18 3/8" x 3 1/4"

51843 4389

FORSYTH TOBACCO

Sales Materials Operations Logistics
P.O. Box 2959
Winston-Salem, NC 27102

January 20, 1994

Subject: GENERIC POINT-OF-SALE MATERIALS

Forsyth Tobacco offers P-O-S at no cost to all Private Label customers.

Copy and complete the attached form and fax or mail to Geraldine Nicks, Sales Materials Coordinator. If an inventory problem occurs, you will be advised by phone; otherwise, your order will be filled within 48 hours of receipt and received within three (3) weeks.

Sincerely,

FORSYTH TOBACCO PRODUCTS

PRIVATE LABEL BRAND ______________________ DATE ____________________

SHIP TO LOCATION:

SIS#: ____________________

COMPANY: ____________________

STREET: ____________________

CITY/STATE: ____________________

PO#: ____________________

SPECIAL INSTRUCTIONS:

____

____

____

MAIL ORDER FORM TO:

R. J. REYNOLDS TOBACCO COMPANY
SALES MATERIALS OPERATIONS LOGISTICS
P. O. BOX 2959
Winston-Salem, NC 27102-2959
Tel. (910) 741-3328 FAX (910) 741-7609

ORDERS WILL BE PROCESSED WITHIN 48 HOURS UPON RECEIPT

GENERIC POINT OF SALE (25 PER SKU)		QUANTITY
432636	SMALL PPD CARD	______
394902	LARGE PPD CARD	______
394891	PUMP TOPPER	______
403911	DUMP BIN RISER CARD	______
394880	SHELF STRIP	______
394858	24" PK MERCH CARD	______
CARTON END LABELS (SKU = 10 Sheets)		
462390	FILTER 85'S SOFT PACK	______
462405	FILTER 83'S BOX	______
462411	FILTER 100'S SOFT PACK	______
462441	LIGHTS 85'S SOFT PACK	______
462471	LIGHTS 83 BOX	______
462480	LIGHTS 100'S SOFT PACK	______
462510	UL LTS 85'S SOFT PK	______
462522	UL LTS 100'S	______
462420	MENTHOL 85'S SOFT PK	______
462432	MENTHOL 100'S SOFT PK	______
462495	LTS MENT 85'S SOFT PK	______
462501	LTS MENT 100'S SOFT PK	______
462531	NON FILTER 85'S	______

FORSYTH PACKAGE TAGS (55 TAGS PER SKU)		QUANTITY (SKU = 1 Sheet)
385464	FILTER 100'S SOFT PACK	______
385475	FILTER 85'S SOFT PACK	______
385486	LIGHTS 100'S SOFT PACK	______
385497	LIGHTS 85'S SOFT PACK	______
385508	ULTRA LIGHTS 100'S	______
385519	ULTRA LTS 85'S SOFT PACK	______
385530	LTS MENT 100'S SOFT PACK	______
385541	LTS MENT 85'S SOFT PACK	______
385552	MENTHOL 100'S SOFT PACK	______
385563	MENTHOL 85'S SOFT PACK	______
385574	FILTER 83'S BOX	______
385585	LIGHTS 83'S BOX	______
385596	NON FILTER 85'S	______

PL BRAND	LG. PACK STICKER ITEM #* (30 PER PACK)	QUANTITY	SM. PACK STICKER ITEM #* (120 PER PACK)	QUANTITY

51843 4391

***ITEM #'s MUST BE FURNISHED!**

DIRECT MARKETING

51843 4392

FORSYTH CO-OP DIRECT MARKETING PROGRAM

51843 4393

FORSYTH CO-OP DIRECT MARKETING PROGRAM

This Co-Op Direct Marketing Program provides a vehicle to increase retailer Private Label business, while building store traffic with previously inaccessible competitive customers.

- Allows retailer to utilize the RJR database of promotionally responsive households.
- Opportunity to feature store's high margin/high profile areas with special offers.
- Households in the store's trading area will receive custom designed mailing with chain specific logo and offers from DORAL/Monarch and retailer Private Label.

Promotion Guidelines

- Mail out quantity 40,000-60,000
- Cost per 1,000 is approximately $450; split equally between RJR and the retailer*
- Overall size 9" x 13"
- Coupon expiration date 45-60 days from drop
- Lead time 6-8 weeks after final artwork supplied to RJRT production promotion department

RJR Provides

- Database names and targeting expertise
- Creative development
- Program administration
- Funding for half the production cost of the mailer ($225 per 1,000)*
- Funding for Doral/Monarch coupon redemption*

Chain Provides

- Funding for Forsyth coupon from Alliance Fund
- Funding for half the production cost of the mailer from Alliance Fund ($225 per 1,000)*
- Camera-ready art of store logo and chain's promotion offer (meat, produce, bakery, etc.)
- Funding for any other offer that chain decides to add (i.e. Floral Department, Deli, etc.)

* If an Account elects not to use Doral/Monarch coupons in their mailer, then 100% of the production cost should be provided by the account.

SPECIAL DIRECT MARKETING PROGRAM PROCEDURES

- Before submitting an order, program specifics should be discussed with your Forsyth representative in detail to determine if this program is suited for your individual circumstances.
- Upon agreement regarding the specifics of the program, orders should be submitted on the Special Marketing order form.
- Production costs will be deducted from the Alliance Funds at the time the mailers are produced.

Coupon Redemption:

- The consumers will redeem coupons only at stores specified in the mailer.
- The individual retail stores will forward the redeemed coupons to corporate headquarters where they will be collected and submitted to RJRT at the following address:

  RJRT - (headquarter name) Direct Marketing
  Attn: Victor Chavez
  D North Freeport Drive
  Nogales, AZ 85621

- Preprinted labels with the above address will be provided by RJRT. You can submit as many different coupon redemption invoices as you deem necessary. However, ***please note that these Direct Marketing coupon submissions can not be combined with any other RJRT coupon redemption.***
- Once the coupons submitted for redemption have been processed, payment will be made to you.

51843 4395

DIRECT MARKETING MAILER

Ad Message

Customize Panel



51843 4396

DIRECT MARKETING MAILER
(back page)



51843 4397

DIRECT MARKETING MAILER

Pricing

Customize Panel



51843 4398

DIRECT MARKETING MAILER
(back page)



51843 4399

DIRECT MARKETING MAILER

Ad Message

Customize Panel



51843 4400

DIRECT MARKETING MAILER
(back page)



DIRECT MARKETING MAILER

Pricing

Customize Panel



51843 4402

DIRECT MARKETING MAILER
(back page)



51843 4403

BRAND LOGOS

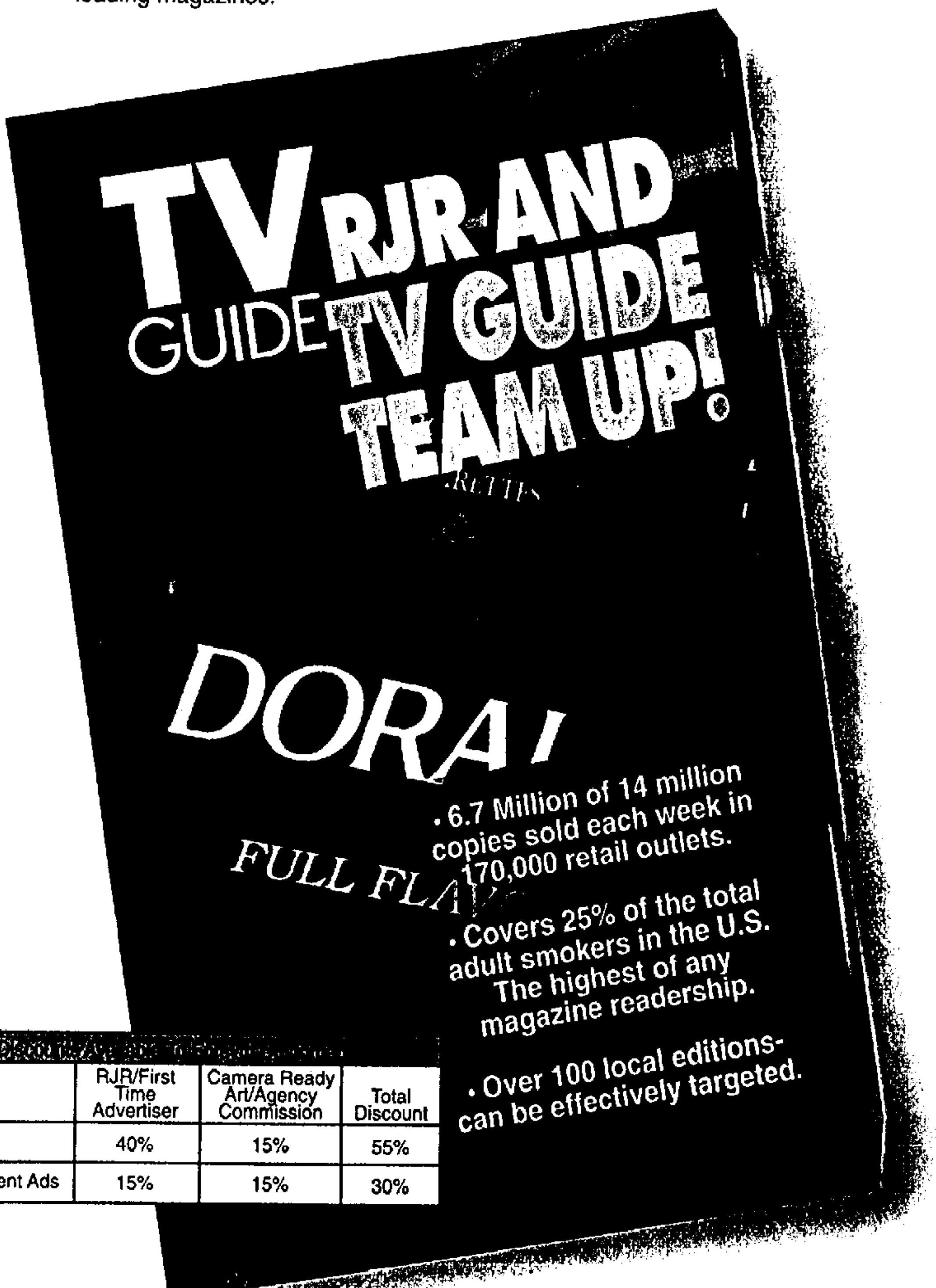
VALUE ADDED PROGRAMS

51843 4405

TV GUIDE

FORSYTH TV GUIDE ADVERTISING CO-OP

Through a cooperative effort between RJR and TV Guide, this program allows retailers to leverage the buying power of a major advertiser with one of America's leading magazines.

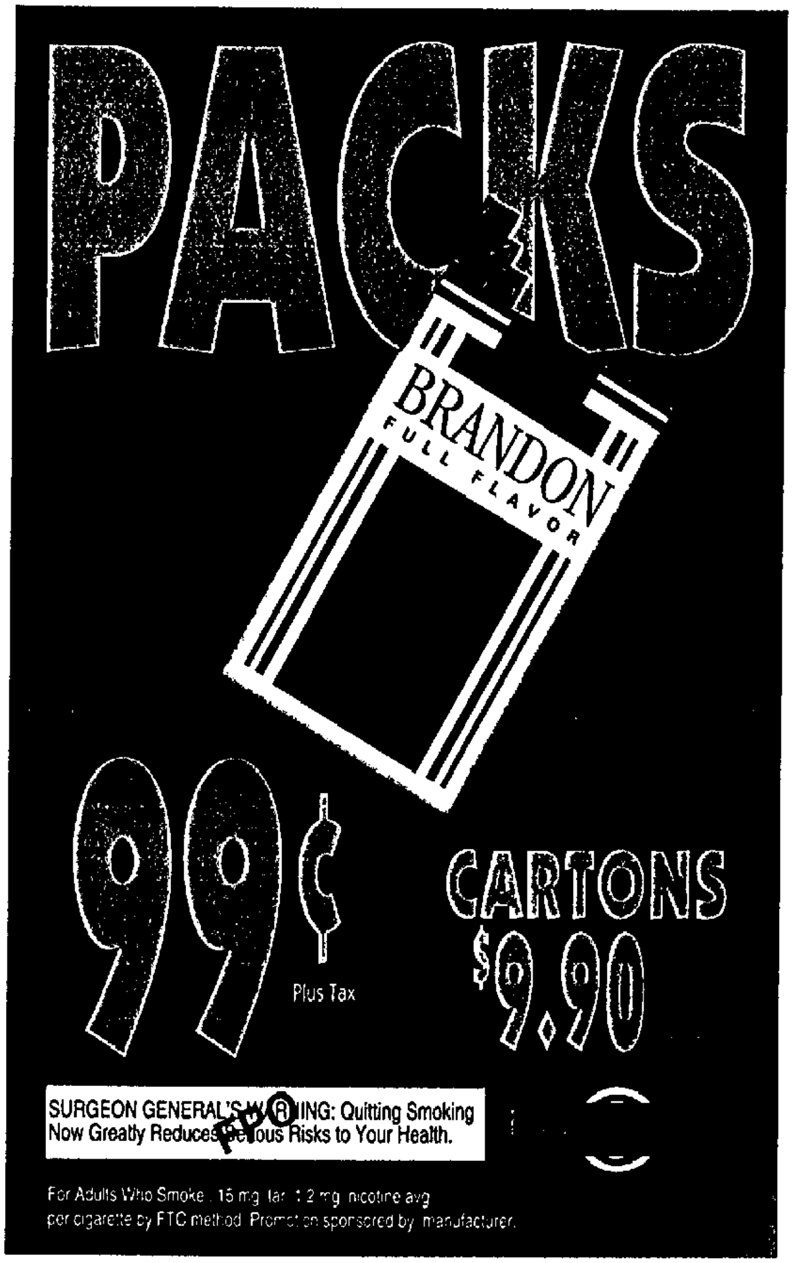


	RJR/First Time Advertiser	Camera Ready Art/Agency Commission	Total Discount
Initial Ad*	40%	15%	55%
Subsequent Ads	15%	15%	30%

*Initial Ad applies only to first weeks order.

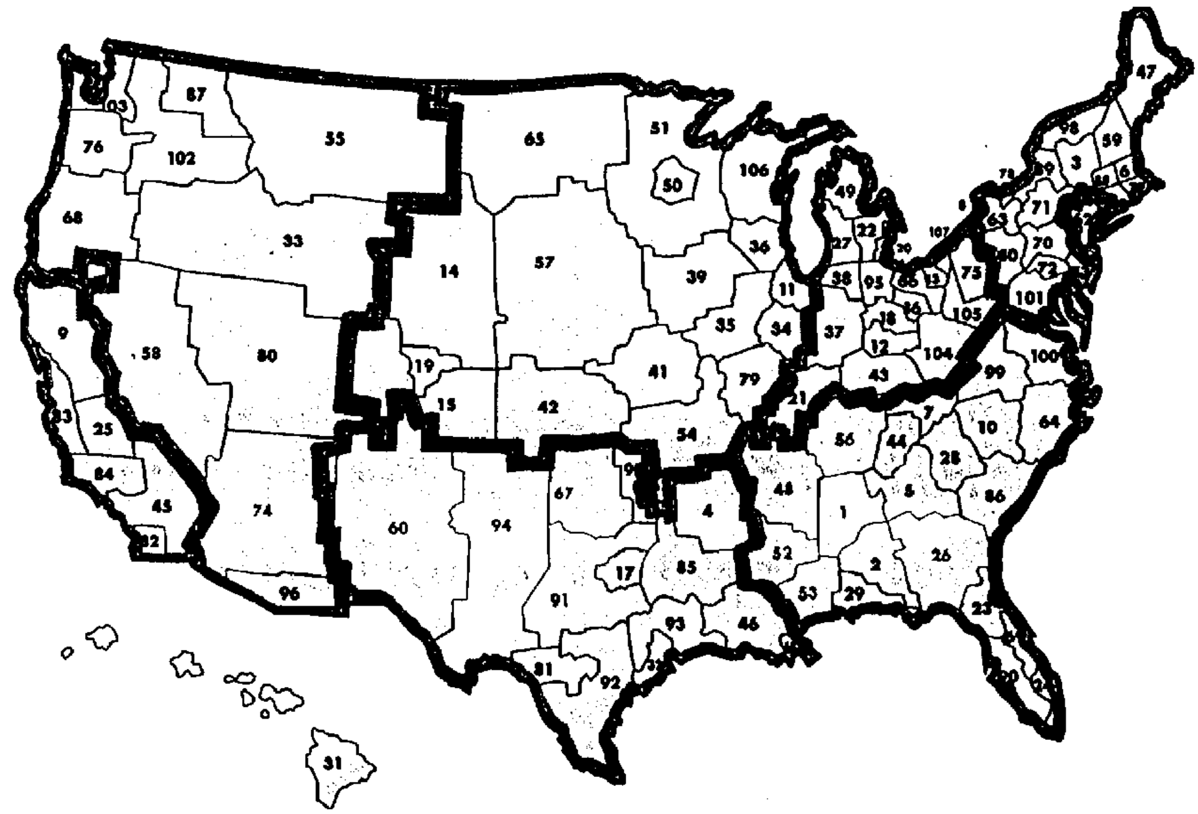
51843 4406

SAMPLE AD



51843 4407

TV Guide Local Editions



TV Guide Edition	Circ. (000)	Page	40% First Time Advertiser & 15% Commission Page Cost	15% R/R Forsyth Products & 15% Commission Page Cost
01 Alabama (Northern)	134	$990	504.90	715.28
02 Alabama (Southern)	52	490	249.90	354.03
03 Albany	72	530	270.30	382.93
04 Arkansas	48	490	249.90	354.03
05 Atlanta	264	1,950	994.50	1,408.88
06 Boston	369	2,810	1,433.10	2,030.23
07 Bristol-Kingsport-Johnson City	66	490	249.90	354.03
08 Buffalo	74	570	290.70	411.83
09 California (Northern)	253	1,910	974.10	1,379.98
10 Charlotte	138	1,050	535.50	758.63
11 Chicago Metro	342	2,610	1,331.10	1,885.73
12 Cincinnati	142	1,070	545.70	773.08
13 Cleveland Metro	47	490	249.90	354.03
14 Colorado (Northern)	43	490	249.90	354.03
15 Colorado (Southern)	41	490	249.90	354.03
16 Columbus Metro	85	700	357.00	505.75
17 Dallas-Ft. Worth	133	1,000	510.00	722.50
18 Dayton	107	820	418.20	592.45
19 Denver	61	550	280.50	397.38
20 Detroit	169	1,120	571.20	809.20
21 Evansville-Paducah	72	580	295.80	419.05
22 Flint-Lansing	110	850	433.50	614.13
23 Florida (Northern)	48	490	249.90	354.03
24 Florida (Southern)	168	1,370	698.70	989.83
25 Fresno	57	490	249.90	354.03
26 Georgia (South)	54	490	249.90	354.03
27 Grand Rapids	77	580	295.80	419.05
28 Greenville-Spartanburg-Asheville	84	640	326.40	462.40
29 Gulf Coast	71	510	260.10	368.48
30 Hartford-New Haven	142	1,060	540.60	765.85
31 Hawaii	29	490	249.90	354.03
32 Houston	140	1,120	571.20	809.20
33 Idaho	42	490	249.90	354.03
34 Illinois (Eastern)	74	580	295.80	419.05
35 Illinois (Western)	79	640	326.40	462.40
36 Illinois-Wisconsin	212	1,570	800.70	1,134.33
37 Indiana (Central)	158	1,230	627.30	888.68
38 Indiana (Northern)	97	760	387.60	549.10
39 Iowa	130	990	504.90	715.28
40 Johnstown-Altoona	62	510	260.10	368.48
41 Kansas City	182	1,360	693.60	982.60
42 Kansas State	53	490	249.90	354.03
43 Kentucky	109	820	418.20	592.45
44 Knoxville-Chattanooga	54	490	249.90	354.03
45 Los Angeles Metro	866	7,650	3,901.50	5,527.13
46 Louisiana	110	880	448.80	635.80
47 Maine	83	600	306.00	433.50
48 Memphis	90	700	357.00	505.75
49 Michigan (Northern)	76	530	270.30	382.93
50 Minneapolis-St. Paul	113	920	469.20	664.70
51 Minnesota State	112	850	433.50	614.13
52 Mississippi (Central)	34	490	249.90	354.03

Cont. on next page

TV Guide Edition	Circ. (000)	Page	40% First Time Advertiser & 15% Commission Page Cost	15% RJR Forsyth Products & 15% Commission Page Cost
53 Mississippi (South)	36	490	249.90	354.03
54 Missouri	113	820	418.20	592.45
55 Montana	23	490	249.90	354.03
56 Nashville	123	880	448.80	635.80
57 Nebraska	109	820	418.20	592.45
58 Nevada	73	530	270.30	382.93
59 New Hampshire	143	970	494.70	700.83
60 New Mexico	69	580	295.80	419.05
61 New Orleans	51	490	249.90	354.03
62 New York Metro	1,300	10,540	5,375.40	7,615.15
63 New York State (Western)	49	490	249.90	354.03
64 North Carolina (Eastern)	145	1,000	510.00	722.50
65 North Dakota	39	490	249.90	354.03
66 Ohio (Northern)	62	530	270.30	382.93
67 Oklahoma City	88	690	351.90	498.53
68 Oregon State	47	490	249.90	354.03
69 Orlando	128	990	504.90	715.28
70 Pennsylvania (Central)	150	1,170	596.70	854.33
71 Pennsylvania-New York State	56	490	249.90	354.03
72 Pennsylvania (Southeast)	94	700	357.00	505.75
73 Philadelphia	460	3,450	1,759.50	2,492.63
74 Phoenix	172	1,540	785.40	1,112.65
75 Pittsburgh Metro	257	1,750	892.50	1,264.38
76 Portland	95	680	346.80	491.30
77 Providence	171	1,300	663.00	939.25
78 Rochester	47	490	249.90	354.03
79 Saint Louis	209	1,570	800.70	1,134.33
80 Salt Lake City	109	750	382.50	541.88
81 San Antonio	18	490	249.90	354.03
82 San Diego	169	1,360	693.60	982.60
83 San Francisco Metro	532	4,210	2,147.10	3,041.73
84 Santa Barbara-Bakersfield	133	1,050	535.50	758.63
85 Shreveport-Texarkana	66	490	249.90	354.03
86 South Carolina	97	720	367.20	520.20
87 Spokane Metro	39	490	249.90	354.03
88 Springfield-Chicopee-Holyoke	62	500	255.00	361.25
89 Syracuse	50	490	249.90	354.03
90 Tampa-Sarasota	120	880	448.80	635.80
91 Texas (North)	66	510	260.10	368.48
92 Texas (South)	46	490	249.90	354.03
93 Texas (Southeast)	51	490	249.90	354.03
94 Texas (West)	44	490	249.90	354.03
95 Toledo-Lima	62	490	249.90	354.03
96 Tucson	58	490	249.90	354.03
97 Tulsa	37	490	249.90	354.03
98 Vermont	38	490	249.90	354.03
99 Virginia (Central)	56	490	249.90	354.03
100 Virginia (Eastern)	132	970	494.70	700.83
101 Washington-Baltimore	446	3,290	1,677.90	2,377.03
102 Washington State (Eastern)	39	490	249.90	354.03
103 Washington State (Western)	305	2,090	1,065.90	1,510.03
104 West Virginia	116	880	448.80	635.80
105 Wheeling-Steubenville	89	690	351.90	498.53
106 Wisconsin (Northern)	145	1,070	545.70	773.08
107 Youngstown-Erie	138	1,040	530.40	751.40

TV GUIDE

* If you need additional information contact:

Marty Magly
TV Guide Charlotte Advertising Sales Manager
5500 Executive Center Drive • Suite 118
Charlotte, NC 28212
Telephone:(704) 535-7760
Fax:(704) 567-0760

TV GUIDE ON--PAGE ADVERTISING REQUIREMENTS

LOCAL EDITORIAL SECTION

TV GUIDE is published weekly, cover dated Saturday and issued the Monday proceeding

MECHANICAL SPECIFICATIONS

Offset Editions -- If ads contain tone, furnish separate velox for each ad in each addition, containing 85-line halftone screen -- gray range 5% to 85%

Halftone Gravure Editions -- New York Metro, Los Angeles Metro, San Francisco Metro, Washington-Baltimore editions only. Furnish velox prints for each ad in each edition; tone areas must be 150-line screen -- gray scale range 15% - 85%

FULL-PAGE UNIT SIZE

4-1/2" X 6-7/8"

Bleed units accepted at no extra charge and include a 3/16" trim, top and bottom, with minimum 1/4" on each side.

Trim size 5" x 7-3/8"

Bleed size 5-5/8" x 7-3/4"

Maximum live area 4-1/2" x 6-7/8" centered in bleed size

MINIMUM TYPE SIZE

For main text, minimum type size is six point; eight point is recommended. TV GUIDE is not responsible for reproduction of thin, reverse serif type or smaller than 12 point size.

ISSUE AND CLOSING DATES

Closing deadlines for advertising are usually seventeen days in advance of cover date. The full schedule, as well as early closings, for the fourth quarter follows:

ISSUE DATE	SPACE AND COPY CLOSING	ISSUE DATE	SPACE AND COPY CLOSING
Oct-1	Sep-14	Nov-19	Nov-2
Oct-8	Sep-21	Nov-26	Nov-9
Oct-15	Sep-28	Dec-3	Nov-15*
Oct-22	Oct-5	Dec-10	Nov-22*
Oct-29	Oct-12	Dec-17	Nov-30
Nov-5	Oct-19	Dec-24	Dec-7
Nov-12	Oct-26	Dec-31	Dec-14

*Early close for Holiday

SPRINT LONG DISTANCE CONTINUITY PROGRAM